

Construction  
Automotive  
Industry



# REHAU EDGE

## INTERNAL INSTRUCTION MANUAL

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## Program Background

One of the foremost challenges facing the Building Technology business unit is to correct a critical **disconnect** that exists between REHAU's executive board (REB), business unit (BU), sales offices (S/O's), and our Technical Associates (TA's), Distributors, and Contractors. The critical disconnect, in practice, means that the REB, BU, S/O's, TA's, Distributors, and Contractors do not consistently work as a unified and focused team but rather they work in a fragmented orientation characterized by each pursuing their own strategy, their own targets, their own actions and using only their own resources. In fact, this divided approach reflects working toward, at times, too many opportunities amid detached and vague attention to limited, restricted, and at times lost resources. With this stated, one can appreciate that this disconnect and fragmentation does not optimize results but rather the opposite is realized – less is accomplished. In effect, the synergy concept of the **“whole being greater than the sum of its parts”** is not leveraged to its greatest potential. Therefore, the BU has developed and implemented the **“REHAU HP Marketing & Sales 2008 STAR (Strategy, Targets, Actions, Resources) Initiative”**. This **all inclusive, leading edge, innovative, offensive, focused** initiative is named, for external REHAU marketing purposes, **REHAU EDGE<sup>SM</sup>** – it is our **common Path Forward**.

## Program Objectives

### Primary Objective

This initiative primarily focuses on Contractor **retainment, growth, and conversion** which are supported through **professional development, REHAU Academy education, rewards, branding, and recognition**. **REHAU EDGE is the key vehicle to achieve the “REHAU HP Marketing & Sales 2008 STAR Initiative”**. REHAU EDGE was launched to the North American Heating and Plumbing markets on January 22, 2008.

In 2009, REHAU requires that every TA and salesperson account for 50% of their sales through REHAU EDGE. The REHAU EDGE effort will accomplish the following objectives.

- Enroll existing REHAU Contractors in REHAU EDGE (retainment principle)
- Grow existing REHAU Contractor Sales 20% to 30% through REHAU EDGE (growth principle)
- Enroll new REHAU Contractors in REHAU EDGE (conversion principle)
- Keep a database of all REHAU EDGE contractors, track their program progress, and target for marketing initiatives
- Develop market intelligence at the contractor level to gain a grass-roots understanding of the business
- Better connect the business unit, the sales offices, TA's, Distributors, and Contractors (Synergy Optimization principle)
- Secure Loyalty and control of the Contractors
- Secure MTG's (quantitative & qualitative)

### Secondary Objective

REHAU EDGE can be used as a business controlling management tool:

- Create a campaign to focus on contractors who were invited to REHAU EDGE team meetings, but didn't attend and/or sign-up.
- Follow-up with EDGE members who advance to a higher program level to congratulate them and be sure they know how to redeem their benefits. At the Platinum level, you will receive a plaque to present to them. Take photos and make a big deal out the accomplishment.
- Follow-up with your contractors who show no REHAU proof of purchases in their account – they could be missing out on benefits!
- Remind your contractors that they have until December 31<sup>st</sup> to submit their proof of purchases and redeem their benefits.
- Compare the invoices submitted in the current year versus the prior year and follow-up if there is a major deviation – did they convert to competitor? Do they need additional information? Do they need more training?

- Visit your contractors in person and be sure they know your face and name and how to contact you directly. You should have at least this type of relationship established with every one of your contractors who is a REHAU EDGE member. This is the whole point of the program.
- Consistently check your percentage of sales tracked through REHAU EDGE monthly to be sure you are on track to meet the 50% requirement by December 31<sup>st</sup>.
- Always be sure to log every form of contact you have with your EDGE members into CIS. The business unit will be tracking this starting in 2009. We want to see a good amount of activity from everyone.

There are so many ways to use REHAU EDGE everyday to manage your business. Please take advantage of these opportunities whenever possible. We want everyone to see REHAU EDGE as a success.

## **Collateral**

All of the updated REHAU EDGE collateral is available on the REHAU EDGE website at:

<http://edge.rehau.com/center> - You do **NOT** need a login and password to access this webpage.

The following items are available for download:

– **REHAU EDGE Brochure**

The REHAU EDGE Brochure can be used as a promotional piece that highlights the features and benefits of the REHAU EDGE program for any prospective member.

– **REHAU EDGE Internal Instruction Manual**

This manual is for REHAU sales staff and TAs – to give them detailed information of the background, objectives, and processes of the program.

– **REHAU EDGE Team Meeting Approval Form**

This Approval Form must be completed and turned in 5 weeks prior to your proposed team meeting date. The Approval Form must be completed electronically and emailed to Ms. Marshman as indicated on the bottom of the form.

– **REHAU EDGE Contractor Application Form**

This Application Form is used to sign contractors up to be members of REHAU EDGE. The applications should be completed and faxed, emailed or mailed to the REHAU EDGE program administrator as indicated on the bottom of the form. Please double check your forms before submitting them to the program administrator – they must have an email address or they cannot be entered into the REHAU EDGE database. In addition, you must also include wholesaler information in order for us to request information from the wholesaler in regard to customer purchases.

– **REHAU EDGE Contractor Instruction Manual**

This manual is for contractors who are REHAU EDGE members and gives them detailed information on the processes of the program.

– **REHAU Badges Template**

This form is used to create name badges for those attending a REHAU EDGE team meeting.

– **REHAU EDGE Wholesaler Application Form**

This Application Form is used to sign wholesalers up to be members of REHAU EDGE. The applications should be completed and faxed, emailed or mailed to the REHAU EDGE program administrator as indicated on the bottom of the form. These forms allow us to keep a record of the point-of-contact at each wholesaler branch.

– **REHAU EDGE Wholesaler Fact Sheet**

This sheet is used to give wholesalers an overview of REHAU EDGE, how the program can benefit them, and their responsibilities for participation.

– **REHAU EDGE Wholesaler Instruction Manual**

This manual is for wholesalers who are REHAU EDGE members and gives them detailed information on the background, objectives, and processes of the program.

– **REHAU EDGE Proof of Purchase Submission Instructions**

These instructions are to be given to contractors and wholesalers who are interested in submitting REHAU proof of purchases.

– **REHAU EDGE PowerPoint Presentation**

This presentation is to be given at a REHAU EDGE Team Meeting or a face-to-face sales call. The presentation contains information regarding our company, our products and programs, our services, and REHAU EDGE.

## **Team Meetings**

### **What do my contractors receive at a team meeting in 2009?**

The only thing the contractors will receive at a team meeting in 2009 is the REHAU EDGE brochure. We will no longer send their sign-up benefits ahead of time to present at the meeting.

### **What are my contractors sent upon sign-up to REHAU EDGE in 2009?**

If they submit an application, their sign-up benefits will be sent directly to them within a few weeks of submitting the application to the REHAU EDGE program administrator. They will receive the following items:

- REHAU EDGE membership kit will be sent and will include their REHAU baseball hat
- Their REHAU EDGE member card will be sent separately in a mailer
- Their username and password to login to their online account will be sent to their email address
- The 1/2" 300ft. coil of O<sub>2</sub> Barrier RAUPEX pipe will not be sent **until we receive a REHAU proof of purchase** from the contractor (or from the wholesaler on his behalf). The pipe is sent directly to the contractor from the plant in Cullman.

### **How many team meetings am I responsible to host in 2009?**

There is no minimum meeting requirement in 2009. The main objective in 2009 is to track 50% of your sales through REHAU EDGE. The REHAU EDGE team meeting is just one of the tools given to you to reach that objective. The key is to work smarter in 2009.

### **Are the team meetings the same in 2009 as in 2008?**

For the most part, the team meetings will be very similar to the ones you held in 2008. You will still offer a meal of some sort and the REHAU EDGE presentation. However in 2009, we ask that you focus more on quality than on quantity. In 2008, less than half of our members submitted any REHAU proof of purchases. We have no idea if they purchased any REHAU products or if they just didn't turn in any invoices. We invested a lot of time and money in getting these contractors to sign-up and can only assume that this was time and money wasted. This needs to change in 2009. Choose quality contractors to invite to your team meetings. **Develop a plan beforehand** (either with or without the wholesaler) as to how their REHAU proof of purchases are going to be submitted and incorporate that plan into the meeting. Do not leave your contractors guessing. We want to see 100% attendance and 100% sign-ups at your meetings, which means you might want to think about inviting fewer people. We are also allowing you to pair the meeting with an event of some sort, such as a golf outing, sports game, white water rafting, skiing, fishing, etc. Spend the time with these guys, get to know them, develop the relationship, sign them up to the program, stay in touch with them and set-them up for success. Also, for those salespeople who do not have TAs in their territory – the AR/AM will be the ones responsible for organizing and hosting the meetings.

### **What is the process used to prepare for, host, and follow-up after a REHAU EDGE Team Meeting?**

#### **Pre-Meeting**

In 2009, each Technical Associate (TA) is responsible for reporting 50% of their sales through REHAU EDGE. One of the tools we provide to reach that goal is the REHAU EDGE team meeting. Each TA is responsible for organizing, conducting and following-up on their REHAU EDGE<sup>SM</sup> team meetings. REHAU recommends holding these meetings as early as possible in the year to build momentum for the program.

#### **Step 1 (6 weeks ahead):**

Set a date. Plan a date for the REHAU EDGE team meeting with the participating wholesaler and REHAU Account Manager or Representative. Weekdays/nights are suggested.

**Step 2 (5 weeks ahead):**

Identify contractors. Finalize the contractor attendee list with the wholesaler and REHAU Account Manager or Representative. REHAU recommends no more than 10 contractor companies at each meeting. Keep in mind these contractors should be high quality accounts who are either buying REHAU products or may be interested in buying REHAU products. We want to push for 100% attendance and 100% sign-ups at every meeting. **The TA and REHAU sales staff should work closely with the wholesaler to develop a plan for REHAU proof of purchase submissions. The plan should be decided on, written down and handed out at the meeting if possible so the contractors are fully aware how their invoices are submitted to the program.**

Each company is allowed to bring more than one representative, but only if necessary.

**It is absolutely necessary that you work closely with the wholesaler to get the complete list of attendees early in order for invitations to be printed and mailed in plenty of time.**

**Step 3 (4 weeks ahead):**

Reserve the venue. In 2009, you are encouraged to couple the EDGE meeting with something the contractors enjoy doing, like a golf, baseball, or hockey game or a fishing/skiing/hunting outing. We hope this allows for better relationship-building opportunities.

When hosting a meeting at a hotel, keep in mind that we will be financially responsible for the specified amount of people on the contract regardless of how many people show up. In an effort to control costs, please try to eliminate any risk of wasting funds for this program.

Food, beverage, and entertainment costs for a meeting of 10 contractors should not exceed \$1000 USD. If you find it difficult to host a meeting for under \$1000, consider something to limit the possibility of going over your budget. For instance, you could have a breakfast meeting (these have been very successful) or limit the beverage portion of the costs with a two-drink maximum.

Another option may be to share some of the costs with the participating wholesaler if they are willing. We had several successful meetings in 2008 where the wholesaler contributed funds.

The food and beverage expense will be covered by the REHAU Account Manager or Representative. It is recommended that the REHAU Account Manager or Representative cover all expenses when possible; if the TA incurs an expense, it may be reimbursed by REHAU.

**Step 4 (4 weeks ahead):**

Submit team meeting approval form. The REHAU EDGE team meeting form can be downloaded online at <http://edge.rehau.com/center>. The completed REHAU EDGE team meeting approval form should be completed electronically and emailed no later than 4 weeks ahead of the team meeting date. **PLEASE BE SURE THAT THE TEAM MEETING APPROVAL FORM IS COMPLETELY FILLED OUT WITH THE CONTRACTORS' INFORMATION INCLUDED.** Do not send forms that are only partially filled out. The **approval forms must be filled out electronically** in Microsoft Word and emailed to Heather Marshman as indicated on the bottom of the form. **WE WILL NO LONGER ACCEPT HANDWRITTEN TEAM MEETING APPROVAL FORMS OR FORMS THAT ARE FAXED/MAILED IN!** If you send in an approval form that is in the old format and/or is handwritten, it will be sent back to you and will not be processed until submitted correctly. No materials can be sent out until the completed form is received and processed. **Remember that the information given on the approval form is what is used for sending the invitations – always double check your contractor information to be sure that company names, address and phone #s are correct.** Any reprints will be charged to the sales office.

A decision for approval will be given within 48 hours. Within 3 business days, the TA will receive a proof of the invitation for approval before the invitations are sent. Once the TA has approved the proof, the invitations will be sent out from REHAU Leesburg to all contractors listed on the approval form. Invitations will also go out to the TA, wholesaler and REHAU sales representative that are responsible for hosting the meeting. Extra blank invitations are available in case additional invitations are needed for last-minute invites. Attendees will RSVP to the person indicated on the invitation.

**Step 5 (5-7 days ahead):**

Review the contents of your REHAU EDGE team meeting product sample case and other required meeting materials to be sure that you have everything that is needed.

There are some items that will be shipped to you only once and must be kept in your black product sample case to be used at meetings you host throughout the year:

Two REHAU table sails  
Two REHAU tablecloths

As of 2009, please discontinue use of the REHAU vinyl heating and plumbing systems banner.

Review the list of other materials you are responsible for bringing to/preparing for the meeting:

**1. REHAU EDGE application forms**

**REHAU EDGE application forms must be printed for each contractor company attending.** The file for the most up-to-date REHAU EDGE application can be found on the REHAU EDGE website at <http://edge.rehau.com/center>. Download this form from the website for every meeting to ensure you are using the latest version. Since you should already have most, if not all of the contractor's contact information **YOU MUST ELECTRONICALLY FILL IN AN APPLICATION FOR EACH CONTRACTOR ATTENDING THE MEETING** prior to the meeting. This makes it quicker and easier during sign-up at the meeting and also provides us with a legible application for entering into the REHAU EDGE database. **YOU MUST ALSO FILL OUT THE BOTTOM OF THE FORM ELECTRONICALLY BEFORE PRINTING.** This is the section marked "*For internal use only. To be completed by a REHAU representative.*" - please enter all of the information requested and check the box for REHAU EDGE team meeting before printing out your copies for the contractors to fill out.

**2. REHAU EDGE PowerPoint Presentation** – available online for download at <http://edge.rehau.com/center>

**3. REHAU toolkit\***

**4. Laptop\***

**5. Portable laptop speakers\***

**6. Projector\***

**7. Heat gun\***

**8. Extension cord and surge protector\***

**9. Laser pointer or PEX pipe pointer\***

**10. Digital camera\***

**11. Name badges for everyone attending meeting** – the template for printing badges can be found online at <http://edge.rehau.com/center>

\*These items are not supplied by REHAU

If you have any issues regarding your case and/or the contents within, please contact Ms. Marshman or Ms. Harpool.

### **Step 6 (1-2 days ahead):**

Confirm attendees. Follow-up with all attendees to confirm attendance. **It is extremely important that you and your wholesaler are in communication with the contractors to ensure their attendance at the team meeting.**

Prior to your EDGE event, sit down with your participating wholesaler and explain to them the program and benefit process. Emphasize that they are an important part of the EDGE value chain and they play a vital role in submitting REHAU proof of purchases for their contractor members on a quarterly basis. It is essential that you have the buy-in from the wholesaler, as they are a critical part of this program. **We must do whatever we can to gain the consent of the wholesaler prior to the team meeting to provide us with monthly reports of their contractors' REHAU purchases.** If we can't secure this agreement, we rely on the contractors to send in their own proof of purchases. Refer to the Proof of Purchase Submission Instructions for Wholesalers 2009 document we have provided to you. We'd also recommend asking the wholesaler for a YTD proof of purchase report of the contractors who will be attending the meeting. That way, you can submit the report with the contractor applications collected at the team meeting. This could also present an opportunity for you to recognize a contractor who may have already reached the bronze, gold, silver, or platinum level upon signing up. **NOTE: If you do have an opportunity to recognize a contractor for his achievements, please be sure to ask the contractor for permission to mention it in the meeting.**

## **Meeting**

### **Step 1 (day of meeting):**

Set-up the space.

We strongly recommend a U-shaped or classroom style table set-up for optimal attendee interaction. However, we realize all venues may not support this type of set-up. Therefore, please use your best discretion for the arrangement.

- The REHAU tablecloth should be used on the table (preferably 6' rectangular) where the product samples are displayed. The REHAU logo should hang over the edge of the table to be seen from the side. Arrange the product samples on the table top by product group. The case can be set aside.
- The REHAU napkins should be placed at each seat at the attendees' tables for beverages.
- The table sails should be placed in a location for optimal viewing by all attendees.
- A dedicated sign-up table should be situated at the room entrance with either a REHAU Account Manager or Representative or TA solely responsible for managing the application process. **It is important to be sure every application has been filled in correctly and is complete. It is most imperative that we have an email address for every contractor enrolling in the program. Without an email address, we cannot enroll them in the program.** If you send in an application without an email address, it will be returned to you and will not be processed until it is returned complete.
- Place brochures at every seat. The contractors can take these with them to review.
- Set-up the projector and laptop and have the REHAU Radiant Heating Promotional Video and REHAU EDGE team meeting presentation open and ready.

### **Step 2 (day of meeting):**

Conduct the meeting.

The first 15 - 30 minutes of the meeting should be dedicated to introductions. This time also allows for any late-comers. This is a good time to offer beverages and appetizers if applicable. REHAU Account Managers and Representatives, TAs, wholesalers, and REHAU representatives should be on hand to welcome all attendees as they arrive. This is also a good time to be running the REHAU Radiant Heating Promotional Video on a loop on the screen.

The group should be directed to find a seat and the meal should be served. It is up to the hosts whether they want to present the presentation before, during, or after the meal.

While everyone is seated, the TA should begin by giving the opening remarks. The opening remarks should include a welcome to all attendees and a brief introduction to the evening's events.

Following the opening remarks, the REHAU Account Manager or Representative should give a brief overview of the REHAU EDGE program and how it relates to their attendance at the meeting. Then they are also responsible for giving the presentation, (you can also show the REHAU Heating Promotional Video at this time if you'd like). The presentation itself should not be a lecture. The REHAU Account Manager or Representative should always encourage attendee participation. The opening remarks and presentation should last no more than 1 ½ hours.

If you have access to an internet connection, we recommend providing an overview of the REHAU EDGE web site. The url is <http://edge.rehau.com> We have a demonstration login account that you can use to show contractors what their account page will look like. Please use the following login:

Email: [john@abcplumbing.com](mailto:john@abcplumbing.com)

Password: 123456

If there are awards or accomplishments to be recognized (i.e. a contractor advancing to a higher level in REHAU EDGE) REHAU recommends the wholesaler present these during the meeting. This reflects the complete team support the contractor experiences as a member of REHAU EDGE. A TA or REHAU Account Manager or Representative should be designated to take photos of each contractor as he accepts his award.

A 15-minute question and answer session should follow the presentation.

Following the question and answer session, the applications should be filled out and submitted to the person(s) designated. Once the completed applications have been received, the designated representative should be checking them for mistakes or missing information.

Be sure the contractors know that they will be receiving their sign-up benefits in the mail. Remind them that their membership log-in will be delivered to their email address.

At this point, the group can break up and network. This allows some time for one-on-one questions and discussions.

### **Step 3 (day of meeting):**

Break-down.

Gather all materials and put them back into the case in their proper place. It is REHAU's expectation that these materials are treated with the utmost care. It is the responsibility of the TA to keep these items in perfect condition. Please take care when re-packing the materials.

**The REHAU Account Manager or Representative is responsible** for gathering all of the attendee applications and submitting them to the REHAU EDGE program administrator. Please be sure to review all applications before you submit them. **If there is anything missing or anything that needs to be clarified, please update the application before submitting it to the program administrator.**

## **Post-Meeting**

### **Step 1 (day after meeting):**

Submit expenses. **If the TA or wholesaler has incurred any expense and needs to be reimbursed, please have them invoice REHAU for the amount paid. Please send this invoice to Ms. Marshman for coding and processing. If the REHAU Account Manager or Representative has incurred the expense, please fill out an expense report, have it signed by your supervisor and submit it to Ms. Marshman for coding and processing.**

### **Step 2 (day after meeting):**

Submit applications. **The REHAU Account Manager or Representative is responsible** for faxing or scanning and emailing the applications to the REHAU EDGE program administrator. The program administrator then sets up the new member accounts in the website database. The contractor will receive an email with their username and password for accessing their REHAU EDGE account online. The program administrator also prepares a Membership Card and a Membership Kit with baseball hat (the membership card and the membership kits are sent separately) and sends it to the attendee within two weeks of the meeting (it may take up to 3-4 weeks for the contractor to receive these items in the mail).

### **Step 3 (1-3 days following meeting):**

Write REHAU EDGE team meeting report. **The REHAU Account Manager or Representative is responsible** for writing a report on each team meeting attendee in CIS. The report should contain the following details:

- complete list of attendee's names, including contractors, wholesalers, TAs, REHAU employees, etc.
- the exact number of contractors who attended vs. how many signed-up
- for any contractors who attended and did not sign-up, please state reasons for each
- overall outcome of the meeting
- suggestions for improvement
- highlights to be shared (positive or negative)

The TA and REHAU Account Manager or Representative are responsible for following up with the contractors who did not submit applications whether they attended the meeting or not. This is an excellent opportunity to try to get them enrolled in REHAU EDGE.

### **Step 4 (3 weeks following meeting):**

Follow-up with meeting attendees. The TA and REHAU Account Manager or Representative should arrange the follow-up phone calls or visits with each attendee. The main objective for the follow-up is to make sure the attendee has received their REHAU EDGE membership card, welcome letter and username and password to access their online account. **The REHAU Account Manager or Representative is responsible** for recording every follow-up action under each contact in CIS.

- Use CIS to track your communication and contact with your REHAU EDGE members.
- You can also use CIS to see your EDGE members' progress as they advance through member levels and redeem benefits.

By this time, the contractor may have received his member card and membership kit. These items are mailed out to the contractors as follow-up materials to enrollment. The membership kit consists of the following:

REHAU EDGE membership kits

- REHAU baseball hat
- REHAU EDGE folder
- REHAU EDGE brochure
- REHAU EDGE Marketing Resources and Technical information CD case
  - REHAU radiant heating video
  - CD containing all technical literature related to sustainable building technology systems
- REHAU Sustainable Building Technology Product Catalog
- REHAU Sustainable Building Technology Brochure

**Contact Information**

Heather Marshman  
[heather.marshman@rehau.com](mailto:heather.marshman@rehau.com)  
Phone: 703-777-5255 x 2091  
Fax: 703-777-3053

Mike Dietrich  
[mike.dietrich@rehau.com](mailto:mike.dietrich@rehau.com)  
Phone: 703-777-5255 x 2065  
Fax: 703-777-3053

Rebecca Harpool  
[rebecca.harpool@rehau.com](mailto:rebecca.harpool@rehau.com)  
Phone: 703-777-5255 x 2627  
Fax: 703-777-3053

Debbie Gala  
REHAU EDGE Program Administrator  
[team@edge.rehau.com](mailto:team@edge.rehau.com)  
Phone: 877-30-EDGE (3343)  
Fax: 301-620-8576

## **Contractor Sign-up Process**

### **Do the contractors I signed up in 2008 need to sign-up again in 2009?**

No – all of the contractors who signed up in 2008, are automatically transferred to REHAU EDGE 2009. They will keep their same online usernames and passwords to access their accounts. Their 2008 REHAU purchase totals will be archived in the 2008 database and their 2009 accounts will start again at \$0.

### **Will the contractors who signed up in 2008 get the 2009 sign-up benefits?**

No, the contractors who signed up in 2008 already received their sign-up benefits which were a REHAU EDGE T-shirt, a REHAU mug, a personalized REHAU PEX jobsite sign, a REHAU EDGE Membership Kit, and a REHAU EDGE member card.

The contractors who sign up in 2009 will receive a REHAU baseball hat, one 1/2" 300ft. coil of O<sub>2</sub> Barrier RAUPEX® pipe\*, a REHAU EDGE Membership Kit, and a REHAU EDGE member card.

We will not send any of the 2009 sign-up benefits to existing members from 2008 – no exceptions.

\*The RAUPEX pipe is not sent until we receive a REHAU proof of purchase from the contractor (or from the wholesaler on his behalf).

### **What is the process used to add the contractors to REHAU EDGE following a REHAU EDGE Team Meeting?**

1. The contractor fills out an application and submits it to a REHAU representative (REHAU employee or TA).
2. The REHAU representative checks application to make sure it is completely filled out and that it includes an email address.  
**Applications without emails will be returned to the sales office and will not be entered into the database.**
3. The REHAU representative submits the application directly to the REHAU EDGE program administrator, Ms. Gala via email, fax, hard copy, or mail as indicated on the bottom of the form.
4. Ms. Gala enters the applications into the REHAU EDGE database on the REHAU EDGE website. She also troubleshoots and corrects any misinformation within her means.
5. A notification email with brief instructions for log-in and account access (username and password) is sent to the contractor.
6. Ms. Gala compiles the list of new members every two weeks and sends it to the membership card services company to print out the membership cards.
7. The membership card services company sends out the membership cards to Ms. Gala.
8. Ms. Gala prepares the member card in the mailer and sends it to the contractor. The contractor should have his member card within three to four weeks of the submission of a properly completed application to Ms. Gala.
9. Ms. Gala also prepares the REHAU EDGE membership kit and REHAU baseball cap to send directly to the contractor. Remember, the member card mailers and the membership kits are shipped separately.

## **Proof of Purchase Submission**

1. Reports of contractors' REHAU purchases are prompted by phone call or email on the first business day of each month. **REHAU sales staff and manufacturers' reps should be actively requesting these reports from wholesalers and contractors.** Reports should be sent to the REHAU EDGE program administrator via fax, email, hard copy or mail.
2. The REHAU EDGE program administrator enters the information into the database and the hard copy is filed for auditing purposes.
3. When a contractor reaches a new membership level, an automatic email notification is sent prompting the user to log-in and redeem their benefits.
4. Every month the REHAU EDGE program administrator prints and mails new member level advancement certificates.

### **The REHAU EDGE program administrator responsibilities**

1. Answer emails and phone calls regarding passwords, misplaced log-in information
2. CMS / Web page updates
3. Database inquiries, downloads
4. Contractor, wholesaler and TA support
5. Member material fulfillment

## Contractor Accounts

### How do my contractors access their account information?

Contractors will access their accounts the same way they did in 2008 – through the REHAU EDGE website. All contractors are sent a username and password to access their account.

### What do my contractors see when they login?

We have set-up a demo account so that you can login and see exactly what the contractor sees.

Username: [john@abcplumbing.com](mailto:john@abcplumbing.com)

Password: 123456

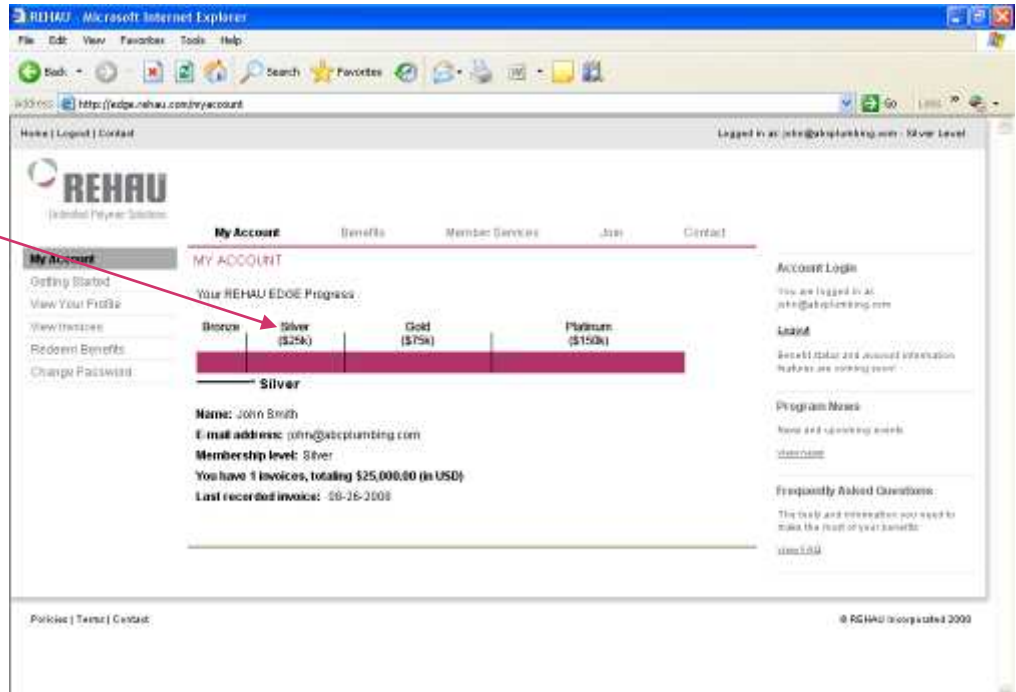
There are many functions available online for the contractors. When contractors are added to the database, they are sent an email with their username and password to login to the REHAU EDGE website. All member accounts are maintained online.



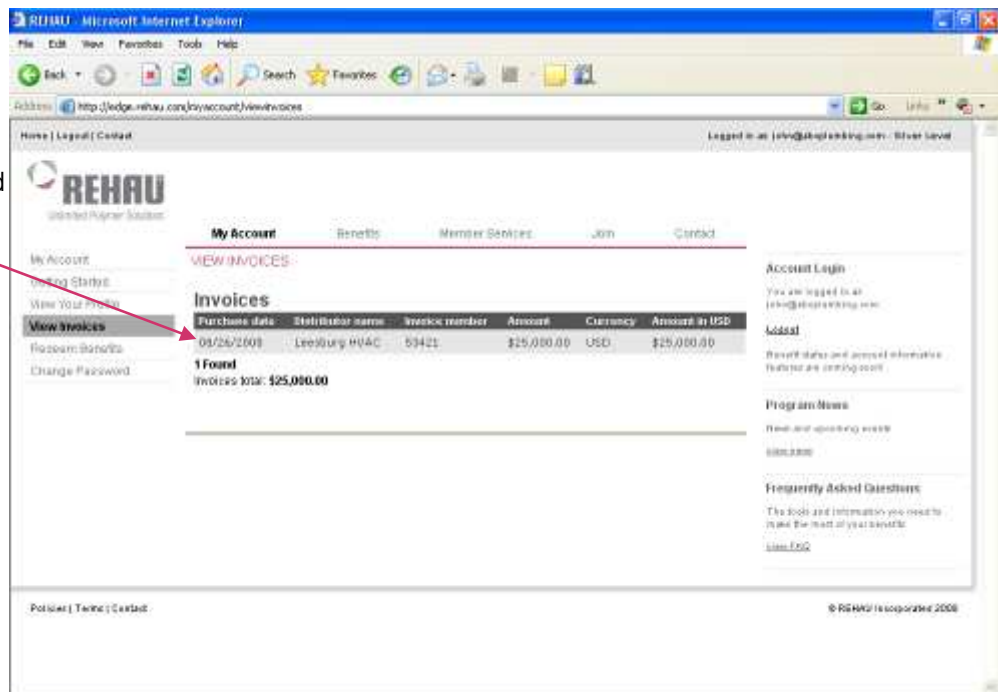
Login here

The REHAU EDGE member website allows contractors to:

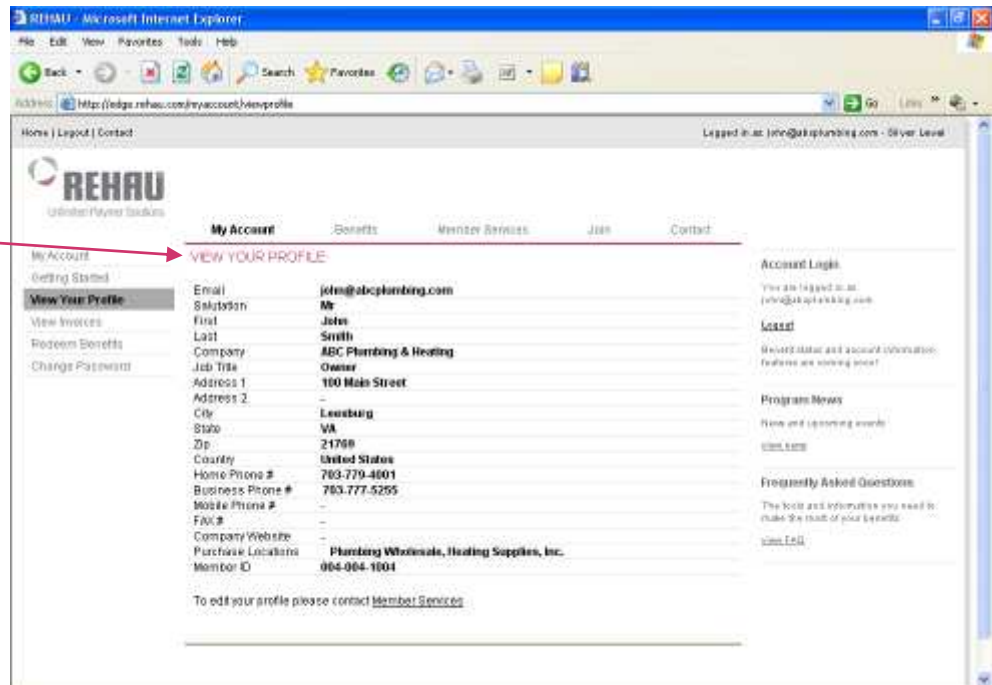
View their current status level



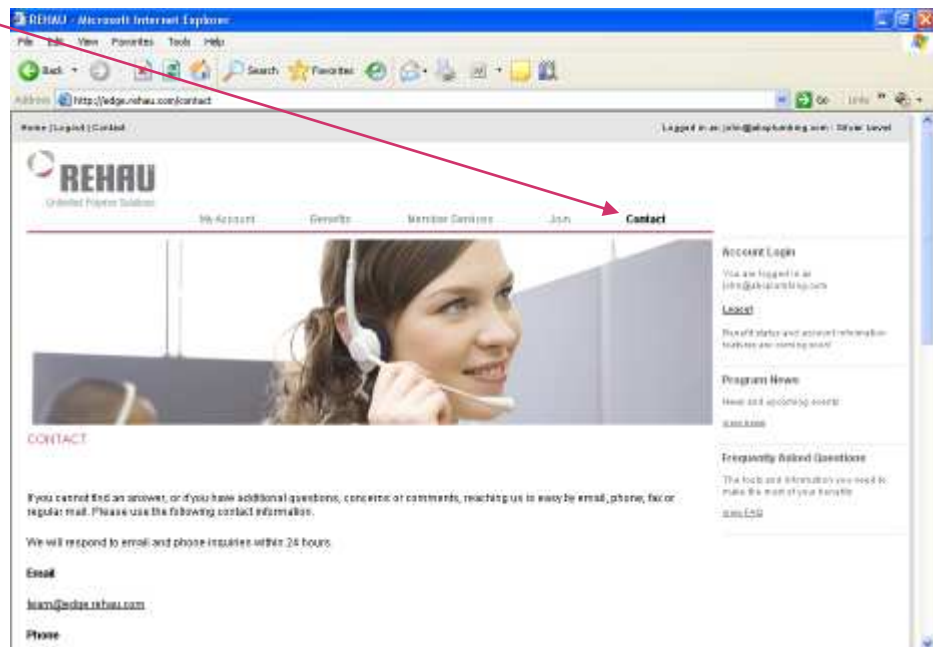
View the invoices they submitted as proof of REHAU purchases



View their profile and make any necessary edits



The REHAU EDGE member website also provides contractors with the contact information for key REHAU personnel and the REHAU EDGE administrator.



**What if my contractor loses his username and password?**

If your contractor loses his username and/or password, he just needs to send an email to the REHAU EDGE program administrator at [team@edge.rehau.com](mailto:team@edge.rehau.com) and it will be resent.

**How do my contractors submit their REHAU proof of purchases?**

In order for your contractors to begin accruing program benefits, they must submit invoices showing valid REHAU purchases for the current program year. Invoices must include date and location of purchase, in addition to REHAU product information. Only REHAU heating, plumbing, fire protection, and RAUGEO® products are eligible for the program.

Remember, benefits can only be redeemed in the current calendar year, therefore please encourage your contractors to submit their REHAU proof of purchases as they accrue them.

All reports must be submitted by December 31 of the calendar year that the contractor enrolled in REHAU EDGE in order to redeem any available benefits. When the new calendar year begins, the contractor's account summary will return to zero.

REHAU proof of purchases can be submitted via email, phone, fax, or mail.

Email: [team@edge.rehau.com](mailto:team@edge.rehau.com)

Phone: 877-301-EDGE (3343) Toll-free  
United States/Canada  
Monday-Friday, 10:00 am – 4:00 pm, US Eastern Time

Fax: 301-620-8576

Mail: REHAU EDGE  
PO Box 1047  
Frederick, MD 21702

## **Contractor Benefits**

### **How do my contractors redeem their benefits?**

Once a contractor submits enough REHAU proof of purchases to advance to the Bronze, Silver, Gold, or Platinum level, they will receive an email notification. Contractors must log in to their account to view and redeem benefits – BENEFITS ARE NOT AUTOMATICALLY SENT TO THE CONTRACTOR UPON REACHING A CERTAIN MEMBER LEVEL. They simply need to click on the products they wish to redeem and a detailed email complete with redemption instructions will be sent to their email address on file.

### **What has changed from the 2008 program to the 2009 program?**

The most significant change we made was to the benefit structure. In 2008, when contractors advanced to a higher level, they were given a specific set of benefits to redeem, without substitutions or exceptions. In 2009, we have created a large list of benefits at each level that the contractors can now choose from. At each level they can choose up to a certain number of benefits from the list. Contractors now have the option of choosing benefits most beneficial to their business

### **What happens when my contractors redeem their benefits?**

The first member level where benefits are available to contractors is the Bronze level. Contractors must meet a minimum requirement of \$10K in REHAU purchases to meet this level and be eligible for the benefits.

#### **Bronze Level - Members can redeem a maximum of three benefits from the following list:**

<b>Benefit Description</b>	<b>What happens when the contractor redeems this benefit?</b>
Two REHAU EDGE hooded sweatshirts	Email is sent to Concepts in AL and benefits shipped directly to the contractor
Five REHAU EDGE t-shirts	Email is sent to Concepts in AL and benefits shipped directly to the contractor
One RAUPEX Expander Tool	Sent directly from Plant Cullman
One 300 ft. coil of 1/2" RAUPEX O2 Barrier pipe	Sent directly from Plant Cullman
Two REHAU counter mats	Email is sent to Concepts in AL and benefits shipped directly to the contractor
Four REHAU counter displays	Email is sent to Concepts in AL and benefits shipped directly to the contractor
25 Truck decals	Email is sent to Concepts in AL and benefits shipped directly to the contractor
Three REHAU jobsite signs	Email is sent to Concepts in AL and benefits shipped directly to the contractor
One RayClima software license	Email is sent to Harold Ostrander to get license from Mc4 in Italy, then Harold sends the license to the contractor
One Contractor "On the Job" tote package	Email is sent to Concepts in AL and benefits shipped directly to the contractor
One Contractor "In the Office" tote package	Email is sent to Concepts in AL and benefits shipped directly to the contractor
One Contractor "On the Golf Course" tote package	Email is sent to Concepts in AL and benefits shipped directly to the contractor
One Contractor "Sport" tote package	Email is sent to Concepts in AL and benefits shipped directly to the contractor
One REHAU Academy Skill Builders including hotel and meals (One seat counts as three benefits)	Email is sent to Mike Gavin to sign the contractor up for training. Mike confirms and sends an email to the contractor letting him know.

The second level where benefits are given to a contractor is the Silver level. Contractors must meet a minimum requirement of \$25K in REHAU purchases to meet this level and be eligible for the benefits.

#### **Silver Level - Members can redeem a maximum of five benefits from the following list:**

<b>Benefit Description</b>	<b>What happens when the contractor redeems this benefit?</b>
Four REHAU EDGE hooded sweatshirts	Email is sent to Concepts in AL and shipped directly to the contractor

Ten REHAU EDGE t-shirts	Email is sent to Concepts in AL and shipped directly to the contractor
One RAUPEX Expander Tool	Sent directly from Plant Cullman
One EVERLOC COMBOLOC Tool	Sent directly from Plant Cullman
One EVERLOC VERSALOC Tool	Sent directly from Plant Cullman
One 500 ft. coil of 1/2" RAUPEX O2 Barrier pipe	Sent directly from Plant Cullman
Four REHAU counter mats	Email is sent to Concepts in AL and shipped directly to the contractor
Three REHAU jobsite signs	Email is sent to Concepts in AL and shipped directly to the contractor
One RayClima software license	Email is sent to Harold Ostrander to get license from Mc4 in Italy, then Harold sends the license to the contractor
One Contractor "On the Job" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "In the Office" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "On the Golf Course" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "Sport" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One REHAU Academy Skill Builders including hotel and meals (One seat counts as three benefits)	Email is sent to Mike Gavin to sign the contractor up for a training. Mike confirms and sends an email to the contractor letting him know.

The third level where benefits are given to a contractor is the Gold level. Contractors must meet a minimum requirement of \$75K in REHAU purchases to meet this level and be eligible for the benefits.

**Gold Level - Members can redeem a maximum of eight benefits from the following list:**

<b>Benefit Description</b>	<b>What happens when the contractor redeems this benefit?</b>
Six REHAU EDGE hooded sweatshirts	Email is sent to Concepts in AL and shipped directly to the contractor
15 REHAU EDGE t-shirts	Email is sent to Concepts in AL and shipped directly to the contractor
One RAUPEX Expander Tool	Sent directly from Plant Cullman
One EVERLOC COMBOLOC Tool	Sent directly from Plant Cullman
One EVERLOC VERSALOC Tool	Sent directly from Plant Cullman
One Screw Drive Tool	Sent directly from Plant Cullman
One 500 ft. coil of 1/2" RAUPEX O2 Barrier pipe	Sent directly from Plant Cullman
Six REHAU counter mats	Email is sent to Concepts in AL and shipped directly to the contractor
Nine REHAU jobsite signs	Email is sent to Concepts in AL and shipped directly to the contractor
One REHAU counter stool	Email is sent to Concepts in AL and shipped directly to the contractor
One RayClima software license	Email is sent to Harold Ostrander to get license from Mc4 in Italy, then Harold sends the license to the contractor
One Contractor "On the Job" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "In the Office" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "On the Golf Course" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "Sport" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One REHAU Academy Skill Builders including hotel and meals (One seat counts as three benefits)	Email is sent to Mike Gavin to sign the contractor up for a training. Mike confirms and sends an email to the contractor letting him know.
Eligible for participation in VIP team event (Top 50 performers in the Gold level)	At the end of the calendar year, we will complete an analysis to determine to top 50 performers in this group. We will notify them to let them know they have won participation in the trip.

The fourth and final level where benefits are given to a contractor is the Platinum level. Contractors must meet a minimum requirement of \$150K in REHAU purchases to meet this level and be eligible for the benefits.

**Platinum Level - Members can redeem a maximum of ten benefits from the following list:**

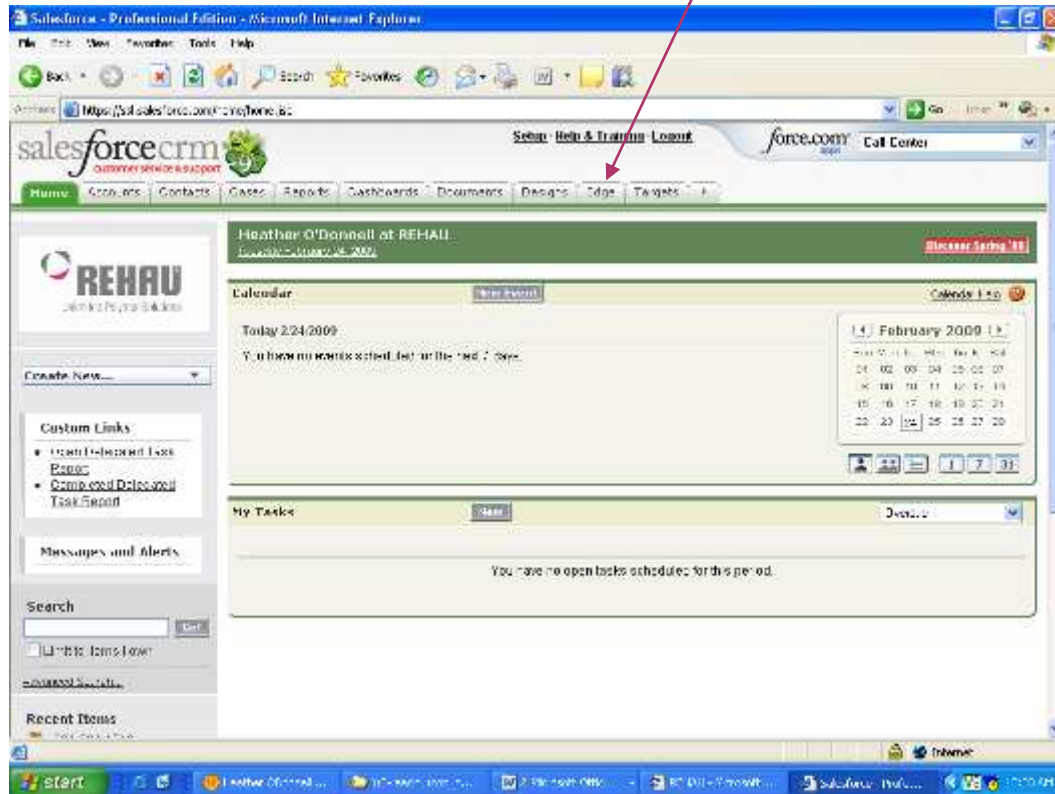
<b>Benefit Description</b>	<b>What happens when the contractor redeems this benefit?</b>
Eight REHAU EDGE hooded sweatshirts	Email is sent to Concepts in AL and shipped directly to the contractor
20 REHAU EDGE t-shirts	Email is sent to Concepts in AL and shipped directly to the contractor

One RAUPEX Expander Tool	Sent directly from Plant Cullman
One EVERLOC COMBOLOC Tool	Sent directly from Plant Cullman
One EVERLOC VERSALOC Tool	Sent directly from Plant Cullman
One Screw Drive Tool	Sent directly from Plant Cullman
One 1000 ft. coil of 1/2" RAUPEX O2 Barrier pipe	Sent directly from Plant Cullman
Six REHAU counter mats	Email is sent to Concepts in AL and shipped directly to the contractor
Nine REHAU jobsite signs	Email is sent to Concepts in AL and shipped directly to the contractor
One REHAU counter stool	Email is sent to Concepts in AL and shipped directly to the contractor
One case study development and promotion	Email is sent to Heather Marshman and she forwards the information on to the SLC who handles that territory. The SLC is responsible for contacting the contractor and filling out and submitting the Case Study Gathering Form.
Commercial project lead referral	Email is sent to Heather Marshman and she gets a list from Reed Connect to give to the contractor.
One RayClima software license	Email is sent to Harold Ostrander to get license from Mc4 in Italy, then Harold sends the license to the contractor.
One Contractor "On the Job" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "In the Office" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "On the Golf Course" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One Contractor "Sport" tote package	Email is sent to Concepts in AL and shipped directly to the contractor
One REHAU Academy Skill Builders including hotel and meals (One seat counts as three benefits)	Email is sent to Mike Gavin to sign the contractor up for a training. Mike confirms and sends an email to the contractor letting him know.
Eligible for participation in VIP team event (Top 30 performers in the Platinum level)	At the end of the calendar year, we will complete an analysis to determine to top 50 performers in this group. We will notify them to let them know they have won participation in the trip.

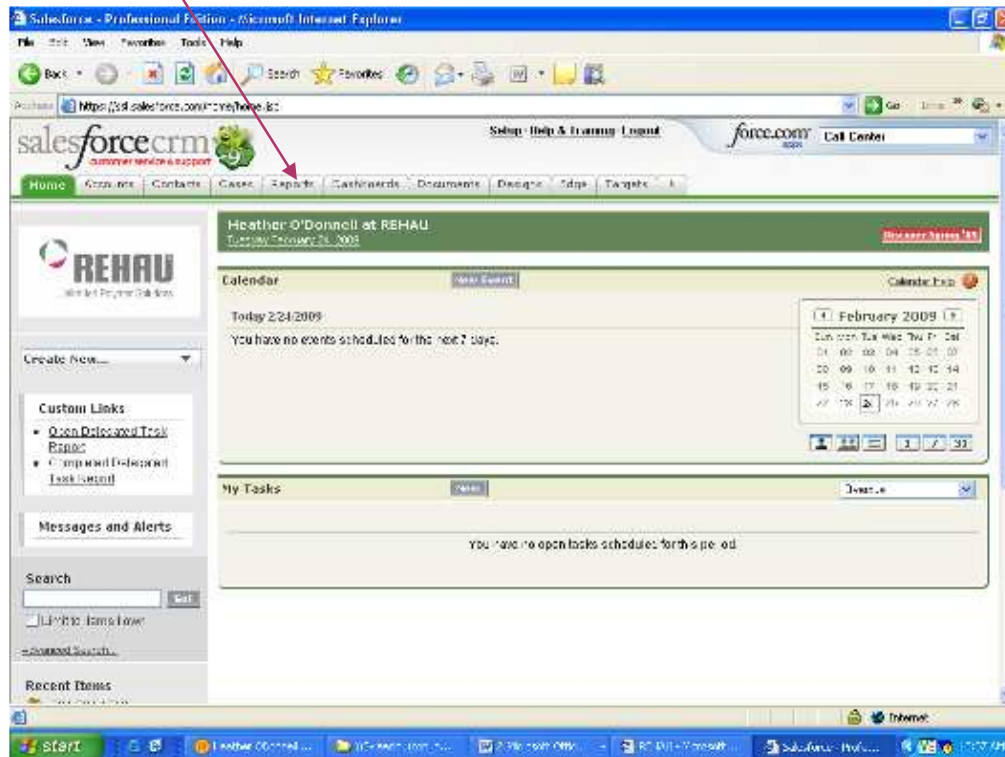
## Database

### How can I access my contractors' account information?

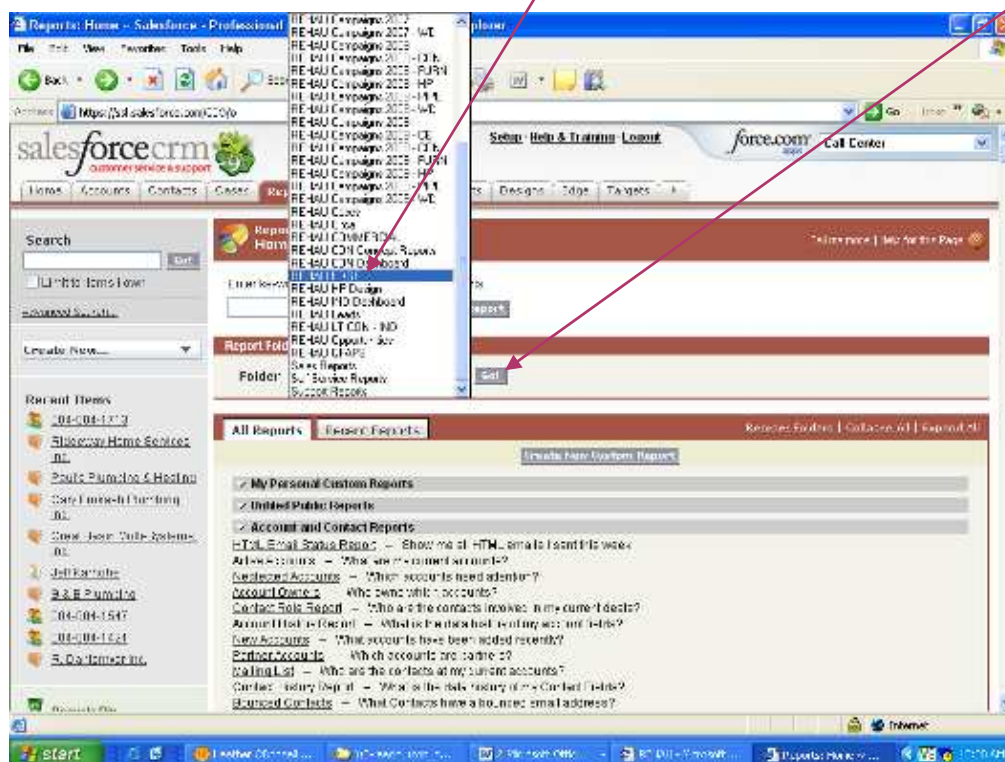
All REHAU EDGE members' information is uploaded to CIS. You can access your contractors' information there. Once you sign in to [www.salesforce.com](http://www.salesforce.com), you can click on the Edge tab here and look up any of your contractors.



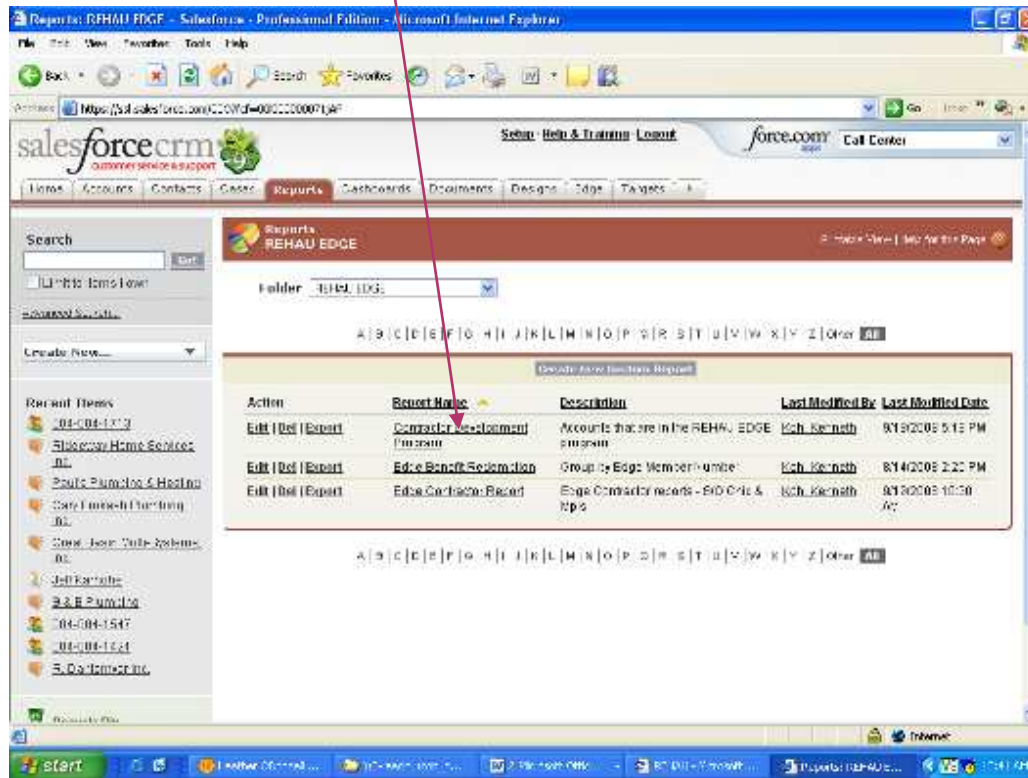
If you would like to run a report of all of the REHAU EDGE members in your territory, you will have to click on the Reports tab here.



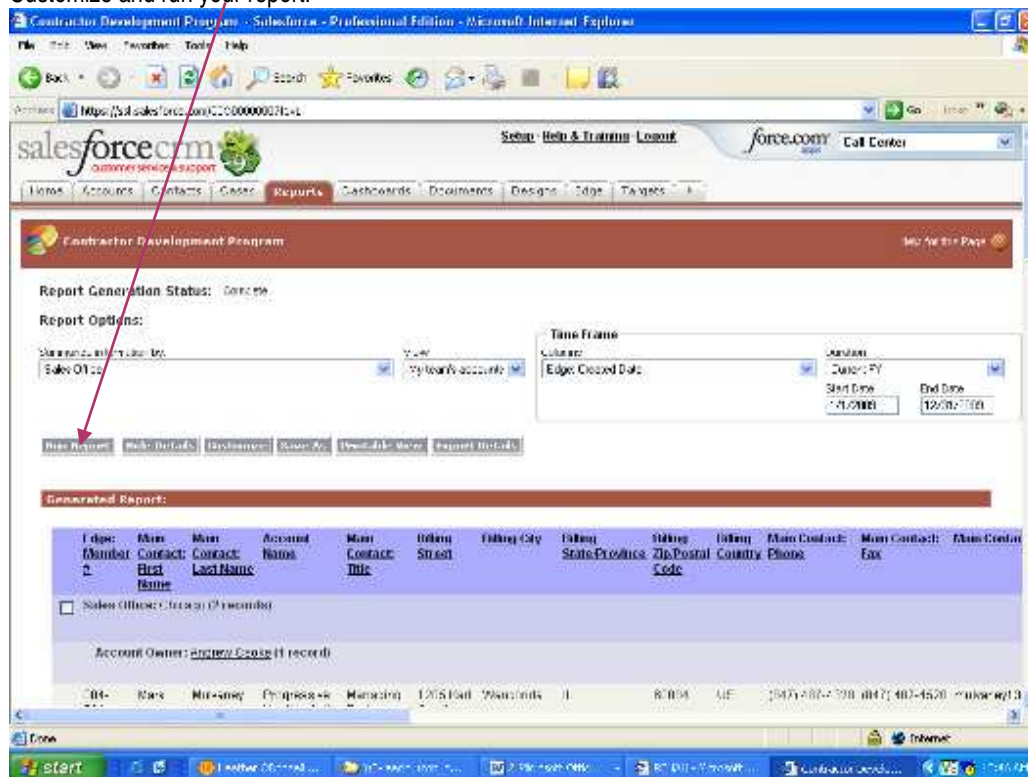
Choose REHAU EDGE from the dropdown list of folders at the top of the Reports tab page and then click "Go".



Click on Report Name "Contractor Development Program"



Customize and run your report.



**How long does it take for information to be entered into the REHAU EDGE database?**

Once the REHAU EDGE program administrator receives the information, it is entered into the REHAU EDGE database within 48 hours.

An upload from the EDGE database is sent to the Salesforce program administrator every month in order to update the CIS database.