



THE 2020 DEALER
CO-OP PROGRAM



Help grow your business with Owens Corning® EcoTouch®

PINK® Batt Insulation – a quick and easy weekend project for unfinished attics and basements. Homeowners save money on heating and cooling costs*, while increasing the comfort in their living space.

**HOMEOWNERS PREFER
OWENS CORNING®**

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- permanent loss of R-value.
- ✔ Properly installed, it has virtually no settling or deterioration.
- ✔ Will keep finished attics and basements comfortable, year round.

Why Use EcoTouch® Insulation?

- ✔ **Saves Money** – outstanding thermal performance saves on heating and cooling costs*.
- ✔ **Quick and Easy** – friction fit batts that are easy to install.
- ✔ **Safe for Homes** – non-combustible and GREENGUARD Gold Certified; validated to be formaldehyde-free.
- ✔ **Canada Proud** – The country’s #1 Insulation[†] is also made in Canada, with 73% recycled content[‡] – third-party SCS certified.

EcoTouch® Insulation Advertising options

> LITERATURE



Give customers our comprehensive brochure. It contains product information and installation instruction tips. Simply order the quantity you will need.

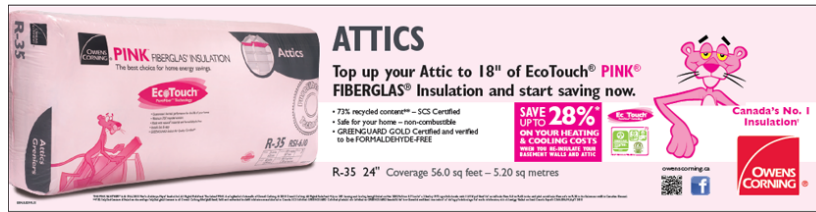
Ready to Help Grow your Business?

Order PINK® insulation literature now.

ORDER

> IN-STORE SIGNAGE

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Attention-grabbing signs in your retail environment will send your customers directly to Owens Corning product and provide them with additional information for an easier purchase decision.

Ready to Help Grow your Business?

Order PINK® insulation in-store signage now.

ORDER

> IN-STORE HOW-TO VIDEOS



When customers see how easy and fast a DIY installation can be, they can better visualize themselves doing it. Simply set up a TV in your store near your

PINK® insulation product display, and play this video.

Ready to Help Grow your Business?

Order the PINK® insulation Demo Video DVD now.

ORDER

> ADMATS

A great advertising piece already designed and approved for your use—simply add in your dealer information to the

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Ready to Help Grow your Business?

Download the PINK® insulation AdMat now.

DOWNLOAD

> RADIO SCRIPTS



Support your print and other advertising with radio. It's a great way to build awareness – simply add in your dealer information to the template

available for download and you are done.

Ready to Help Grow your Business?

Download the Radio Scripts

DOWNLOAD

† Based on Stats Canada Report CS44-004-IN, April 2013.

‡ 73% recycled content is based on the average recycled glass content in all Owens Corning fiberglass batts, rolls and unbonded loosefill insulation manufactured in Canada. SCS certified.

Help Grow Your Business

AttiCat® Insulation



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Advertising ➤

Community Events ➤

Promotions ➤

Premiums ➤

Point of Sale ➤

Owens Corning Legal Pre-Approval Is a Must

All advertisements of any Owens Corning® products MUST follow the **Brand Guidelines**, be Owens Corning legally pre-approved, including the Owens Corning name, logo, products, and/or Pink Panther. Submit pdf to:
marketingcanada@owenscorning.com

SUBMIT YOUR ADS

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SITE BY: