



“Leading The Industry...As One!”

GAF-ELK TM’s... Introducing
 The *“Prove It”*
 Facility Tour Series...

<p>What is this?</p>	<p>A formalized plant tour process and presentation across all manufacturing facilities</p> <p>The biggest <u>“show and tell”</u> ever performed!</p>
<p>Why have these?</p>	<p>To promote:</p> <ol style="list-style-type: none"> 1. A unified GAF-ELK product line 2. Manufacturing excellence 3. Marketing approach 4. Certified Contractor education with 4 GAF-ELK CARE learning CEU’s to your Certified Contractors.
<p>What will be the specific messages?</p>	<p>Core Message:</p> <p style="text-align: right;"><i><u>Best and Safest Choice...</u></i></p> <p>“Quality You Can Trust” (Now, GAF and Elk – merging best practices)</p> <p>This is how we obtain the status:</p> <p>Disciplined Processes:</p> <ul style="list-style-type: none"> ▪ What Goes In... Including the importance of the highest quality and most consistent raw materials ▪ How Gets Processed... How our manufacturing systems are world-class and provide the most ingenuity in the industry that include the most sophisticated statistical process controls in the industry today! ▪ Logistics... The controls and procedures that GAF-ELK has put us in the right position to be able to DELIVER the RIGHT Product to the RIGHT place when and where your customers need it...
<p>How will we deliver this message?</p>	<p>We will explain...</p> <ul style="list-style-type: none"> ✓ Explain “What”... what they’re seeing as they physically tour the facilities ✓ Explain “Why”... how what we do RESULTS in “quality they can trust” and their “Best and Safest Choice” ✓ Explain “Risk”... what “could” happen – if we did not do all of the things that we do in the process

	<p>✓ Explain “Differences”... things they would <i>NOT</i> see in “other” manufacturing facilities</p>
<p>What is in it for you?</p>	<p>Proof... showing the customers the: Best practices from Elk Best practices from GAF Best practices IN THE INDUSTRY</p> <p>Anxiety Reduction... letting your customers know: That they are important That we want to Prove Ourselves and earn their business</p> <p>Increased Loyalty... showing them: The benefit of coming to or staying with GAF-Elk</p> <p>Increased Sales... Comfortable customers buy more...</p> <p>And ultimately...MORE MONEY!</p>
<p>And for your customer?</p>	<p>All of the above... Plus...</p> <p>Insight as to what is to come from GAF-Elk Giveaway’s for attending And...C.A.R.E. Credits (4 CARE CEU Credits)</p>
<p>What is the big picture and Impact?</p>	<p>1. 10 Facilities:</p> <ol style="list-style-type: none"> 1. Tampa 2. Tuscaloosa 3. Baltimore 4. Myerstown 5. Michigan City 6. Minneapolis 7. Ennis 8. Dallas 9. Fontana 10. Shafter <p>2. Bus Tour EVENTS, with up to 40 contractors and distributors per event. (Individual tours will be between 6 and 15 people, -up to four tours per event)</p> <p>3. An <u>all inclusive</u> educational event!</p> <p>4. Potential to positively impact thousands of customers!</p>
<p>What do you need to do?</p>	<p>Follow the directions to a successful plant tour...</p> <p>And plan on creating a WOW factor with your customers!</p>