



## THE POWER OF PINK

The **Pink Advantage® Dealer Program (PADP)** is the only Independent Dealer Co-Op Program of its kind! Membership in the Pink Advantage® Dealer Program provides tools and resources to help dealers be the one-stop shop for all their customers building material needs. Earned funds can be redeemed via bank deposits, branded merchandise and apparel, business advertising, employee gifts, and more.

**LEARN MORE  
ABOUT PADP**



## PROGRAM REQUIREMENTS

Dealers must purchase a minimum of \$10,000 annually in Owens Corning® products. Check to see if you are eligible for the program by filling out an application here: <https://www.owenscorning.com/en-us/dealer>. See below for eligible product categories.

## PROGRAM BENEFITS

Enjoy 24/7 access to the OCConnect™ Resource Center – a one-stop resource to submit invoices, order marketing materials and merchandise, and take online training. Also, get exclusive access to best-in-class educational resources via Owens Corning University.



### INSULATION

- Fiberglass Batts & Rolls
- Loosefill Insulation
- FOAMULAR®
- Thermafiber®



### ROOFING

- Shingles & Components

## PROGRAM TIER QUALIFICATIONS

The Pink Advantage® Dealer Program is a one-of-a-kind comprehensive multi-product loyalty program available to independent lumber dealers! Once annual product purchase requirements are met, funding will be activated on all qualified purchases.

### SILVER

#### 1 Product Category

Insulation - 1% of invoice  
Roofing - 1% of invoice

### GOLD

#### 2-3 Product Category

Insulation - 2% of invoice  
Roofing - 1% of invoice

### DIAMOND

#### 4+ Product Category

Insulation - 3% of invoice  
Roofing - 1% of invoice

- Independent lumberyard dealers only.
- Purchase \$10,000 annually in qualifying products.
- Tier level and funding based on product categories purchases.
- Owens Corning or Masonite represented in the product item description.

*With the acquisition of Masonite®, Owens Corning has enhanced our product offerings to further meet the needs of our customers to include interior and exterior doors, and are now eligible for the Pink Advantage Dealer Program.*

**Contact your Manion's representative with questions or to order!**

**Manion's Wholesale Superior**

■ (800) 826-7160

**Manion's Wholesale St. Cloud**

■ (800) 626-4661