

MediaKit

"Quality Millwork, Unbelievable Service"

Contact Information



Bayer Built Woodworks, Inc.

General Offices

800.644.9972

Customer Service

800.644.9972

Marketing Team

888.254.2330

marketing@bayerbuilt.com

Accounts Receivable

888.254.2201

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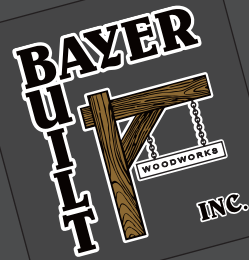


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About Bayer Built

"Quality Millwork, Unbelievable Services"



Bayer Built Woodworks, Inc. was founded in 1982 by the Bayer family. By listening and reacting to the needs of our customers, Bayer Built has successfully grown into one of the premier 2-step distributors in the markets we serve.

Our initial offering of interior pre-hung doors and mouldings, delivered next day, has expanded over the years to include exterior doors, stair parts, exterior columns, and Pre-finishing service. Our Pre-Finish and specialty capabilities have proven to be value added services that our customers have eagerly adopted into their product offerings.

Today, our dedicated team of 400+ supports more than 1,000 dealers across 8 states in the upper Midwest. We are proud to provide quality millwork with unbelievable service!

Our History

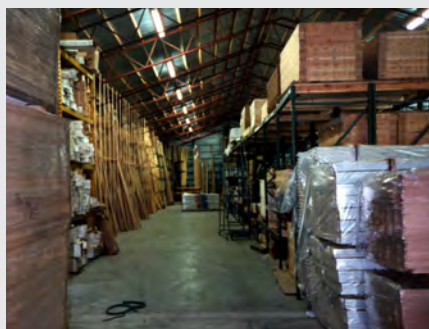
Before Bayer Built Woodworks became a two-step millwork distributor, Bayer Trucking was established. Bayer Trucking was founded in the early 1920s to deliver products to rural Minnesota. In 1975, Mike Bayer, the third son in the trucking business, bought the company. With changing economics, he realized the company would need to diversify its service offering in order to sustain growth. The expansion into pre-hung door and millwork distribution began in 1983.

By 1984 this new endeavor was successfully hitting the market, targeting lumber dealers throughout Central Minnesota. Bayer Built began offering pre-hung doors and millwork with next day delivery, made possible through Bayer Trucking, a huge accomplishment within the industry.

Today, Bayer Built sells to more than 1,000 dealers throughout Minnesota, Iowa, Wisconsin, South Dakota, North Dakota, Wyoming, Nebraska, and Montana. At the core of Bayer Built's structure is next-day service. Processing an average of 1,000 doors a day typically has tested the company's commitment to this – but our perseverance continues. Up to 40% of orders placed on any given day are for next day delivery, we pride ourselves in offering this superior service to our valued customers.

In 2004, Bayer Built launched its own brand of entry systems, Acclimated Entry Systems™, developed with the Midwest climate in mind. Hard winters, driving winds, and hot summers all take a toll on our consumers' homes. We count on our entry systems to protect against the elements. Acclimated Entry Systems™ have proven to be the best in the marketplace for with standing these conditions. Acclimated Entry Systems™ are offered in a wide array of styles in wood, fiberglass, and steel.

Today's consumers want uniqueness, Bayer Built allows for personalization and style. We offer quality, style, and one-of-a kind doors and millwork. Our success can be attributed to the leadership and innovation of Mike and Joe Bayer. Their realization that growing a business is a partnership between consumer, retailer, and distributor is at the heart of every decision made.





Bayer Built Woodworks is committed to energy conservation and efficiency, both as a business practice and amongst our product lines. We continually work with our employees, vendors, and customers to raise environmental awareness and minimize our impact on environmental resources. Our goal is to conduct business in a manner that demonstrates environmental stewardship, while providing our customers with valuable, environmentally beneficial and energy efficient products.

Environmental stewardship is not only present in the products Bayer Built produces, but is also evident through our business practices. Bayer Built strives each and every day to reduce the amount of waste and energy consumed through our production processes. We have adopted recycling and reuse procedures for our production lines and offices and emphasize efficient energy use in our facilities. We strive to improve our daily environmental performance in order to sustain a healthy environment across our market.

Environmentally Friendly Pre-Finish

The Pre-Finish facility at Bayer Built strives everyday to improve our green initiatives. All of our standard process colors utilize water-based stains and water-based UV seal and top coats. This reduces harmful VOC emissions by 90% compared to solvent borne, on-site finishing. Plus, water-based finishes mean less solid waste, meaning cleaner, less expensive disposal.



Our facility is a testament to our green initiatives. We have invested in state-of-the-art equipment which allows us to produce quality products and apply quality finishes while protecting the environment.



Low-E Glass Option

Low-E glass works by reflecting heat back to its source, by utilizing an ultra thin metallic coating on or in the glass. This means the heat is reflected back into your home in the winter to keep it warm and away from your home in the summer to keep it cool. Low-E glass still allows visible light through, brightening your home; only invisible infrared light is reflected. Low-E glass is available on a variety of Acclimated Entry Systems units; search our products at www.bayerbuilt.com to start seeing the benefits now.



+ Fast Facts

- Office and production lines located in Belgrade, MN
- 485,000 square feet facility
- 123,000 square feet dedicated to our Pre-Finish services
- 63 tractor trailer rigs, servicing an average of 16 routes per day across the Midwest and multiple long haul routes across the U.S. retrieving components from our vendors.
- Founded in 1982 by Mike and Brian Bayer; Currently owned and operated by Mike and Joe Bayer.
- Employ 400+ team members through the office, production shops, trucking routes
- Bayer Built offers hundreds of stock shapes and sizes of doors and Millwork with practically limitless special order capabilities.
- Each product is made-to-order, meeting every customer's specific desires and specifications. This specialized approach, along with next day delivery, enables Bayer Built to offer the most extensive selection of shapes, styles, sizes, and options.
- Product and Service Offerings: Acclimated Entry Systems, Interior Doors, Mouldings, Stair Parts, Deck Railing, Exterior Columns, Barn Doors, Pre-Finish, Commercial Projects, and Special Orders.
- Over 1,000 customers 8 state sales region; Minnesota, North Dakota, South Dakota, Wisconsin, Iowa, Nebraska, Wyoming, and Montana.

Our Mission

- The purpose of Bayer Built Woodworks, Inc. is to satisfy the needs of our customers - by providing quality products and unparalleled service. We will achieve profitability through consistent volume growth - in a work environment that promotes innovation and values each team member's contribution and growth.
- Quality Millwork...Unbelievable Service
- Customer relationships and feedback drive good business practices
- Next-day service
- Knowledgeable staff

Certifications / Associations

- World Millwork Alliance
- Builders' Association of the Twin Cities
- Home Builders' Association of the Sioux Empire
- Central Minnesota Builder's Association
- Forest Stewardship Council (FSC)
- Keystone Certifications (NFRC and AWS)
- Northwestern Lumber Association
- Vikingland Builders' Association
- West Central Builders' Association

+ *Acclimated* Entry Systems™

Acclimated Entry Systems are a combination of premium components designed and built to meet the extreme conditions of Midwest climate. Select a beautiful wood, fiberglass, or steel door and surround it with our climate-enhanced components. The standard features within our Acclimated Entry Systems allow you to choose a custom configuration that will not only enhance your home's appearance, but also add value. Crafted with pride by the experts at Bayer Built Woodworks, our entry systems are designed and built to withstand the rigors of an unpredictable climate.



the Nature Wood series

It is hard to match the beauty of real wood. The Nature Series is our exterior wood door collection featuring premium wood stile & rail entry doors. A wide variety of styles and panel configurations, with glass or without, are available in stock in Oak, Fir, and Knotty Alder. Your options are limited only by your imagination, as custom doors can also be created in virtually any size, style, or species with hundreds of glass options.



the Elite Fiberglass series

The Elite Series is a collection of premium luxury fiberglass doors designed with detailed panels that mirror traditional stile & rail door construction to create crisp shadow lines and heightened curb appeal. Elite Series doors feature engineered lumber hinge and lock stiles to maximize dimensional stability and resist warp. The polyurethane foam core provides the best thermal protection available and bottom rails feature rot-resistant composite construction. Authentic wood grain patterns of Fir, Oak, Mahogany, Knotty Alder and Cherry in traditional, craftsman, modern, and rustic designs offer the warmth and beauty of real wood with the superior performance and maintenance-free features of fiberglass.



the Vista Grande Fiberglass series

The VistaGrande Flush-Glazed doors instantly brighten any space with a wider viewing area and a cleaner appearance to enhance your outdoor views. These doors feature a rot resistant bottom rail, engineered lumber stiles and composite edge construction for increased dimensional stability & performance. All of this is combined with a polyurethane foam core offering superior thermal protection.



the Designer Fiberglass series

The Designer Series doors feature smooth clean lines, extensive panel definition and a host of advantages over the standard steel entry door. They feature a rot resistant bottom rail, engineered lumber within both the hinge and lock stiles for dimensional stability, composite edge stiles* and a polyurethane foam core for increased thermal protection.

*Composite edge stiles are not available on 20min fire rated Designer Series doors.



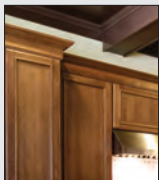
the Select Steel series

The Select Steel Series is a collection of premium steel doors with high definition panels and a smooth surface that is ideal for painting. With many decorative and clear glass styles and shapes and several door panel configurations available, the Select Series Steel offers tons of options to fit the style of any home. Featuring high definition 24 gauge steel, a polyurethane foam core for thermal protection, and formed steel edge construction for rigidity, security, and fire protection.



Interior Doors

Bayer Built Woodworks stocks a variety of interior doors and bifolds in a variety of species including Oak, Maple, Fir, Knotty Alder, Poplar, Hemlock, Primed Molded, and Primed Poplar. With a variety of panel configurations and specie variations our stock interior doors help create the perfect dream home. Our wide assortment of options makes it easy to select a product suited for any home's style and character.



Mouldings

Our extensive collection of mouldings will enhance the beauty of any room. Mouldings add character and individuality to a room. Used to add décor, soften, and enhance floor to wall or wall to ceiling breaks, or cover window and door seams, mouldings add the perfect finishing touch. Bayer Built offers a diverse selection of mouldings to fit any room. From the relatively simplistic to the more intricate designs, we either a stock option that is right for any home or have the resources to create one.



Stair Parts

Bayer Built endeavors to be the distributor of choice for stair parts. Our partnership with Fitts industries allows us to provide the best quality parts meeting the highest standards of craftsmanship. Bayer Built offers a wide selection of stair parts in both wood and wrought iron. Bayer Built can also offer more specialized stair options, there are no limits to the style and design possibilities for your home. We can help with intricate curved or spiral staircases, custom newels or balusters, and more. With all of the options available, a stair system is more than just a set of stairs; it is a statement of character and style.



Barn Doors

Sliding barn doors are similar to pocket doors without the construction of a hollow wall. Sliding barn track doors take up less of your living space than conventional swinging doors and offer an attractive alternative to conventional pre-hung configurations. Bayer Built has the ability to machine any of our stock Interior doors for the Barn Door Hardware.



Deck Railing

AFCO Railing is a versatile aluminum deck railing product that is easy to install, durable, and maintenance free. Available in 4 standard colors with additional non-stock color options, installation consists of fastening posts, attaching rails, and snapping in balusters. AFCO features a powder-coated finish for superior durability. Balusters are available in both round or square. Additional non-stock color options are available that can be mixed to create a truly customized look.

Special Orders

Bayer Built Woodworks offers a wide selection of stock options to fit any home, but often truly personalized décor is what is requested from the customer. Thanks to our vendor partnerships, Bayer Built can special order more specialized door options and we can cut any stock option to fit a specific width or height. Crafted with only the highest quality materials and craftsmanship, your special order doors and Millwork are sure to provide the perfect selection for your home. Stocked panel designs and glass options are not the end of Bayer Built's product line, with special orders there are no limits to the style and design possibilities for your home. Additional lead times is required on special orders, please allow for this when planning and purchasing.

Pre-Finish

Bayer Built is proud to offer the highest quality pre-finish available for all of your door and Millwork needs. The Pre-Finish facility at Bayer Built is a spotlessly clean, dust-controlled building separate from other production areas. This eliminates the risk of contaminating our finish with drywall dust, sawdust, dirt, and other contaminants commonly present on a job site. Products Pre-Finished before delivery eliminate warping, splitting, and other problems that could result from humidity fluctuations during construction and installation. Bayer Built Pre-Finish means Millwork is ready for installation when it arrives, saving on the hassle and expense of finishing on-site! Bayer Built offers 41 stain colors, 5 distressing options, and 51 stock paint colors, plus we offer custom color matching to achieve the color your customer desires.

Our state of the art Pre-Finish facility is outfitted with the latest finishing equipment that helps us provide a durable, consistent, even finish every time. All products that are Pre-Finished are carefully prepped, thoroughly inspected, sanded, and cleaned, finished to your desired color, and shipped ready to install. Bayer Built uses only the highest quality primers, paints, stains, and glazes in our Pre-Finish processes. These products are specifically formulated for the environment that they will be applied in and for the material they will be applied to. The durability and quality of our finish cannot be duplicated with typical off-the-shelf stain or paint.



**State-of-the-Art
CNC Equipment**

Custom Door Sizing

**One-on-One
Sales Support**

CAD Drawings

Blueprint Takeoffs

FSC Certification

Job-Site Delivery

Commercial Capabilities

Bayer Built is a perfect fit for any type of commercial construction project. Our wide product offering allows you to work with and package Millwork needs with one vendor. Attention to detail and accuracy, from beginning to end, is our goal on every project!

Bayer Built can fulfill a variety of commercial construction needs. Some examples of projects in which we excel include assisted living facilities, university upgrades, multi-family dwellings, churches, restaurants, and the like. We strive to meet the individual needs of each project and to ensure quality service from start to finish. Our team can provide services and benefits to dealers and builders in the many ways, our wide array of options means that your Millwork product possibilities are endless.



BBW CMI Program

"Quality Millwork, Unbelievable Services"

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The Bayer Built Woodworks CMI Program's main goal is to assist our customers in the promotion of their stores and the sale of Bayer Built product lines. The program is for use towards Bayer Built product displays, hand samples, or the advertising of Bayer Built products. Bayer Built has established the following CMI Program guidelines:

- A customer must be in good standing at the time of incentive calculation in order to qualify for the CMI Program
- The CMI Program is a calculation based on .5 % of a customer's net sales from the previous year (exclusions: commercial, drop-ship programs, freight, displays purchased, and discounts taken). From that total, 50% is allocated to the Showroom Fund and 50% is allocated to the Cost-Share Fund.
- Program allocations can be used at any time during the year and must be used by year end; remaining allocations will not be carried over to the next year nor will a credit be issued for allocations remaining at the end of the year, this program is not an actual account that contains real money, it is a calculation.
- Last day to submit for claims for the CMI Program at year end will be the last Friday in January

Eligible Uses for the Bayer Built Showroom Fund

This fund does not require a Cost Share (50% Marketing Incentive Fund)

Bayer Built Woodworks Product Displays

Ex) display fixtures, product samples, product sales tools, etc. (for more details see the Bayer Built Display Manual available through the Dealer Tools section of bayerbuilt.com or your sales rep.)

Once the Showroom Fund is depleted, participation will be on a cost share basis. Funds will then be deducted from the Cost-Share Fund.

Eligible Uses for the Bayer Built Cost-Share Fund

This fund can be used on a Cost-Share basis

* Exception * Color blocks and fiberglass portfolios will be offered at 100% from this fund.

Advertisements featuring Bayer Built Woodworks

Ex) radio, television, newspaper, magazine & internet advertising

Promotional/Wearables Items

Promotional or wearable item CMI requests are handled on a case by case scenario. Any promotional item MUST have pre-approval from a sales representative and/or the Bayer Built Marketing Team.

Special Projects

Ex) model homes, charity work and similar opportunities. The CMI program may be used for special projects with pre-approval from a sales representative and/or the Bayer Built Marketing Team.

All marketing materials submitted through the CMI Program need to include reference (either textual or visual) to Bayer Built products and/or services as well as the Bayer Built and/or Acclimated Entry Systems logo, in order to receive CMI participation.

The Bayer Built CMI Program is available for promotion of Bayer Built products and services only. Any requests that do not fit in one of the categories above will need to be discussed with your sales representative.



To request reimbursement for marketing efforts, fill out the CMI Form, available electronically through the Bayer Built Dealer Tools website. Send your claim and required documentation to:

Bayer Built Woodworks
24614 US Hwy 71
Belgrade, MN 56312

Or email to marketing@bayerbuilt.com

The CMI Claim Form

The CMI claim form walks customers through the steps required for the reimbursement of marketing and promotional expenses related to Bayer Built Woodworks products and/or services.

1. All custom displays, advertisements, events, and promotional items require pre-approval, which is step 1 of the CMI Claim form process.
2. Bayer Built in-stock displays, advertisement slicks, and scripts are pre-approved and do not require additional approval.

CMI allocations are automatically applied to in-stock display purchases made through the Bayer Built Marketing Team; for these displays customers are not required to fill out the CMI Claim Form. Bayer Built ad slicks & radio scripts are available upon request through the Dealer Tools website at www.bayerbuilt.com

Bayer Built will process your request based on program's requirements, and determine if there are sufficient CMI allocations to pay the claim in full or in part. Reimbursement will be in the form of an account credit. Unused incentive allocations cannot be carried over to the next year nor will a credit be issued for unused CMI allocations remaining at the end of the year.

The following documents must be submitted with the CMI Claim Form or your claim will be returned to you:

1. Photograph of the item seeking CMI participation
2. A copy of the invoice(s) showing the total cost; to be sure all your products are accounted for please highlight or mark the items you are requesting reimbursement for



The CMI Program is a cost sharing arrangement in which certain or all costs incurred in achieving a common objective are divided among participating parties. The Bayer Built Woodworks CMI Program's main goal is to assist our dealers in promotion of their yards and the sale of Bayer Built products and services.

What Kinds of Items are Eligible for the CMI Program?

Eligible Uses for the Bayer Built CMI Program:

Please see page 11.

Where is the CMI Claim Form Located?

The CMI Claim Form is available in the Bayer Built Woodworks Media Kit and online through the Dealer Tools section of the Bayer Built website, www.bayerbuilt.com.

How do I Know How Much I have Available for CMI Allocations?

CMI allocation balances are available by contacting your Bayer Built Sales Representative or the Bayer Built Marketing Department.

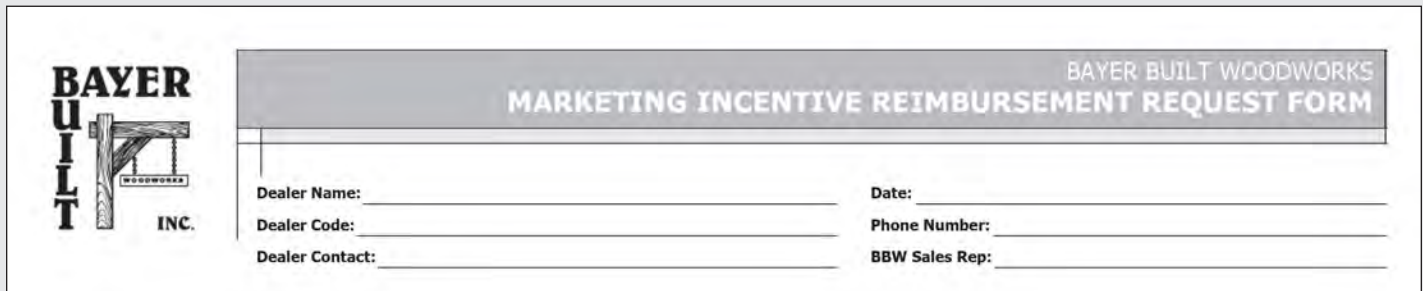
Will I Receive a Credit or a Check for My Unused CMI Allocation Balance at the End of the Year?

Remaining allocations will not be carried over to the next year nor will a credit be issued for allocations remaining at the end of the year.

+ Filling out the CMI Claim Form for a **Custom Advertisement**

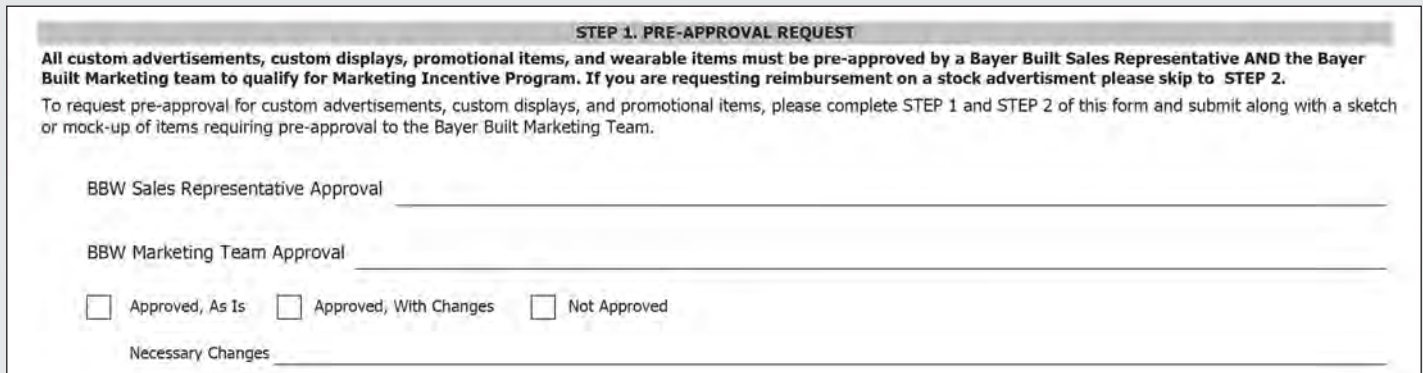
* Custom advertisements should be submitted for pre-approval by the Bayer Built Marketing Team before being run.

1. Access the CMI Claim Form, in the Bayer Built Media Kit or online through the Dealer Tools section of the Bayer Built website, www.bayerbuilt.com
2. Fill out the top portion of the CMI Claim Form with the appropriate information:



The image shows the top portion of a form titled "BAYER BUILT WOODWORKS MARKETING INCENTIVE REIMBURSEMENT REQUEST FORM". On the left is the Bayer Built Woodworks Inc. logo, which features the word "BAYER" in a large, bold, sans-serif font, with "BUILT" stacked vertically below it, and "WOODWORKS INC." in a smaller font to the right of a stylized wood joint graphic. The form title is in a grey header box. Below the header, there are four fields for information: "Dealer Name:", "Dealer Code:", "Dealer Contact:", "Date:", "Phone Number:", and "BBW Sales Rep:". Each field has a horizontal line for text entry.

3. Fill out Step 1: Pre-Approved Request (required for custom ads, custom displays, promotional items, and wearables)



The image shows "STEP 1. PRE-APPROVAL REQUEST" section of the form. It contains the following text: "All custom advertisements, custom displays, promotional items, and wearable items must be pre-approved by a Bayer Built Sales Representative AND the Bayer Built Marketing team to qualify for Marketing Incentive Program. If you are requesting reimbursement on a stock advertisement please skip to STEP 2." Below this, it says: "To request pre-approval for custom advertisements, custom displays, and promotional items, please complete STEP 1 and STEP 2 of this form and submit along with a sketch or mock-up of items requiring pre-approval to the Bayer Built Marketing Team." There are two approval lines: "BBW Sales Representative Approval" and "BBW Marketing Team Approval", each followed by a horizontal line. Below these are three checkboxes: "Approved, As Is", "Approved, With Changes", and "Not Approved". At the bottom, there is a line for "Necessary Changes" followed by a horizontal line.

4. Fill out Step 2: Claim Information.

- a. Select the Advertisements option, and then the Custom Advertisements option
- b. Select the type Advertisement that you are submitting a claim for (i.e. newspaper ad, billboard, radio)
- c. Select all the Bayer Built Woodworks products or services that are featured in ad
- d. Fill in the Media Source/Outlet (i.e. name of newspaper, magazine, radio station)

Image applies to step 4:

STEP 2. CLAIM INFORMATION		
<p>A. <input type="checkbox"/> Product Display(s) Select Stock or Custom</p>	<p><input type="checkbox"/> Stock Display(s) Marketing incentive funds are automatically used when standard displays are purchased through the Bayer Built Marketing Team</p>	<p><input type="checkbox"/> Custom Display(s) Complete Step 1: Pre-Approval for all custom displays; Submit a product list and drawing with your request.</p>
<p>B. <input type="checkbox"/> Advertisement(s) Select Stock or Custom</p>	<p><input type="checkbox"/> Stock Advertisement(s) Bayer Built Woodworks standard ad slicks and scripts are pre-approved; Fill out the information below and go to Step 3 to submit your request</p> <p>Type of Advertisement</p> <p><input type="checkbox"/> Newspaper/Magazine <input type="checkbox"/> Billboard <input type="checkbox"/> Radio</p> <p><input type="checkbox"/> Other _____</p> <p>BBW Products & Services Highlights (check all that apply)</p> <p><input type="checkbox"/> Acclimated Entry Systems <input type="checkbox"/> Interior Door <input type="checkbox"/> Mouldings/Millwork</p> <p><input type="checkbox"/> Stair Systems <input type="checkbox"/> Barn Door <input type="checkbox"/> Deck Railing</p> <p><input type="checkbox"/> Pre-Finish Services <input type="checkbox"/> Other _____</p> <p>BBW Logo(s) Used: <input type="checkbox"/> Bayer Built Woodworks <input type="checkbox"/> Acclimated Entry Systems <input type="checkbox"/> Both</p> <p>Media Source/Outlet: _____</p>	<p><input type="checkbox"/> Custom Advertisement(s) Fill out the information below and Step 1: Pre-Approval for all custom advertisements</p>
<p>C. <input type="checkbox"/> Promotion/Wearable Items</p>	<p>Fill out the information below and Step 1: Pre-Approval for all promotional/wearable items</p> <p>Describe Item(s): _____</p> <p>BBW Logo(s) Used: <input type="checkbox"/> Bayer Built Woodworks <input type="checkbox"/> Acclimated Entry Systems <input type="checkbox"/> Both</p>	
<p>D. <input type="checkbox"/> Other</p>	<p>Speak with your BBW sales representative and/or the BBW Marketing Team regarding other uses for Marketing Incentive Funds</p>	

5. Submit claim form, prior to running the ad to the Bayer Built Woodworks Marketing Team for pre-approval (be sure to include a draft copy of the advertisement you wish to run). Bayer Built will review the advertisement and return the ad, along with the claim form, noting any necessary changes for eligibility as part of the CMI Program.

6. Once pre-approval has been received; fill out Step 3: Marketing Incentive Fund Request

- a. Include the cost of the advertisement(s) on the lines provided for invoice 1,2,3, and 4 and total cost.
- b. Factor in 50% CMI allocation contribution and provide a total request amount
- c. Sign the form and submit to the Bayer Built Marketing Team for processing (be sure to include a copy of the run advertisement and invoice)

STEP 3. MARKETING INCENTIVE FUND REQUEST	
<p>Marketing Costs:</p> <p>Invoice 1: _____</p> <p>Invoice 2: _____</p> <p>Invoice 3: _____</p> <p>Invoice 4: _____</p> <p>Total Cost: _____</p> <p>CMI %: _____</p> <p>CMI Reimbursement Request: _____</p> <p>Dealer Signature _____</p>	<p>Please ensure the following documentation is enclosed:</p> <p><input type="checkbox"/> Marketing Incentive Claim Form</p> <p><input type="checkbox"/> Copy of Invoice; Invoice dates must match advertisement dates</p> <p><input type="checkbox"/> Copy or photograph of marketing materials upon which claim is based</p> <p>Any request submitted without all of these items will not be processed and will be returned to the customer for completion.</p>

7. The Bayer Built Marketing Team will review, approve, and process claims within 30 working days of receipt and you will see a credit memo for CMI Program reimbursement.

+ Filling out the CMI Claim Form for a **Stock Advertisement**

* Stock advertisements are available upon request through the Dealer Tools section on the Bayer Built Woodworks website, www.bayerbuilt.com

1. Access the CMI Claim Form, in the Bayer Built Media Kit or online through the Dealer Tools section of the Bayer Built website, www.bayerbuilt.com
2. Fill out the top portion of the CMI Claim Form with the appropriate information:

BAYER BUILT WOODWORKS
MARKETING INCENTIVE REIMBURSEMENT REQUEST FORM

Dealer Name: _____ Date: _____
 Dealer Code: _____ Phone Number: _____
 Dealer Contact: _____ BBW Sales Rep: _____

3. You can skip Step1: Pre-Approved Request; all Bayer Built stock advertisements are pre-approved and eligible for the CMI Program

4. Fill out Step 2: Claim Information.

- a. Select the Advertisements option, and then the Custom Advertisements option
- b. Select the type Advertisement that you are submitting a claim for (i.e. newspaper ad, billboard, radio)
- c. Select all the Bayer Built Woodworks products or services that are featured in ad
- d. Fill in the Media Source/Outlet (i.e. name of newspaper, magazine, radio station)

STEP 2. CLAIM INFORMATION

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<input type="checkbox"/> Stair Systems	<input type="checkbox"/> Barn Door	<input type="checkbox"/> Deck Railing									
<input type="checkbox"/> Pre-Finish Services	<input type="checkbox"/> Other _____										
<p>C. <input type="checkbox"/> Promotion/Wearable Items Fill out the information below and Step 1: Pre-Approval for all promotional/wearable items</p> <p>Describe Item(s): _____</p> <p>BBW Logo(s) Used: <input type="checkbox"/> Bayer Built Woodworks <input type="checkbox"/> Acclimated Entry Systems <input type="checkbox"/> Both</p>											
<p>D. <input type="checkbox"/> Other</p>	<p>Speak with your BBW sales representative and/or the BBW Marketing Team regarding other uses for Marketing Incentive Funds</p>										

5. Fill out Step 3: Marketing Incentive Fund Request

- a. Include the cost of the advertisement(s) on the lines provided for invoice 1,2,3, and 4 and total cost.
- b. Factor in 50% CMI allocation contribution and provide a total request amount
- c. Sign the form and submit to the Bayer Built Marketing Team for processing (be sure to include a copy of the run advertisement and invoice)

STEP 3. MARKETING INCENTIVE FUND REQUEST	
Marketing Costs:	Invoice 1: _____
	Invoice 2: _____
	Invoice 3: _____
	Invoice 4: _____
	Total Cost: _____
	CMI %: _____
CMI Reimbursement Request:	_____
Dealer Signature	_____

Please ensure the following documentation is enclosed:

- Marketing Incentive Claim Form
- Copy of Invoice; Invoice dates must match advertisement dates
- Copy or photograph of marketing materials upon which claim is based

Any request submitted without all of these items will not be processed and will be returned to the customer for completion.

- 6. The Bayer Built Marketing Team will review, approve, and process claims within 30 working days of receipt and you will see a credit memo for CMI Program reimbursement.



Some of the most important tools in capturing an audience are displays and samples. Bayer Built's CMI Program is intended to encourage the promotion of Bayer Built product lines; this is often most effectively completed within a dealership through visual displays and literature.

Bayer Built offers a variety of stock displays and samples that are pre-approved for the CMI Program. For a list of stock displays please reference the Bayer Built Display Manual, available on the Dealer Tools section of our website, or through a Bayer Built sales representative.

All custom displays need to have pre-approval by the Bayer Built Marketing Team as well as your sales representative. Sketches, product information, and all of other necessary construction details must be submitted to the Bayer Built Marketing Team for a price quote and approval. If approved, CMI allocations are automatically applied to displays.

Please discuss all custom displays with your sales representative; all custom displays MUST have pre-approval in order to be eligible for the CMI Program.





The Bayer Built Woodworks CMI Program may be used to assist with the cost of purchasing Bayer Built product displays. Bayer Built Woodworks offers in-stock displays, featuring popular stocked products that are ready to ship. In-stock displays are covered at 100% from the Showroom Fund until funds are depleted and then there will be a 50/50 split on the invoice; the customer will pay 50% and Cost-Share Fund will cover 50% (see example below).

Showroom Display Pricing

2'6 Stock Interior Slab	\$100
Showroom Fund	\$100
Cost to Dealer	\$0

Cost-Share Display Pricing

2'6 Stock Interior Slab	\$100
Cost-Share Fund	\$50
Cost to Dealer	\$50



*The CMI Program can also be used to assist with the cost of custom display. Ask your Sales rep for more details.

CMI allocations are automatically applied to all displays purchased through the Bayer Built Marketing Team. Please discuss all displays with your sale representative, all custom displays MUST have pre-approval in order to be eligible for the CMI program.



Signage is included in the cost of all in-stock displays and within the price quote of custom displays purchased through Bayer Built Woodworks. All Bayer Built displays must have appropriate signage displayed to qualify for Cooperative Marketing Incentive (CMI) allocations. Signage must consist of Bayer Built and/or Acclimated Entry System logos and information pertinent to the products being displayed.

Customized signage is acceptable with pre-approval from both a sales representative and the Bayer Built Marketing Team. Custom signage should follow the logo and image usage guidelines defined within the Bayer Built Branding Guidelines (pg. 22).



EXCLUSIVELY BY

Acclimated Entry Systems

BEAUTIFUL DOORS, PREPARED FOR THE MIDWEST CLIMATE

www.bayerbuilt.com

Questions regarding the Bayer Built Woodworks CMI Program can be directed towards a sales representative or the Bayer Built Woodworks Marketing Team:

ph. 800.644.9972 • fx. 800.644.1000 • marketing@bayerbuilt.com



The Bayer Built Woodworks CMI Program may be used to assist with the cost of advertising Bayer Built product. All Bayer Built stock advertisements are pre-approved and eligible for the CMI Program. Stock advertisements are available upon request through the Dealer Tools section of the Bayer Built website, www.bayerbuilt.com. When Bayer Built stock advertisements are used, advertisements are covered with a 50/50 split on the invoice; the customer will pay 50% and CMI allocations will cover 50% (see example below).



Ex.) Stock Advertising Pricing

Advertising Invoice	\$1000
Customer Responsibility	\$500
Cost-Share Reimbursement	\$500

50/50

Custom Advertisements

The Bayer Built CMI Program may be used to assist with the cost of purchasing custom advertisements. All custom advertisements must have pre-approval from the Bayer Built Marketing Team.

The Bayer Built CMI Program is only available for advertisement of Bayer Built Woodworks products and services.

Reimbursement requests for advertisements featuring additional distributors and vendors will be pro-rated according to the percentage of exposure of Bayer Built products. To qualify for CMI allocation reimbursements, advertisements must contain the following: photo(s) of Bayer Built products and/or services, text featuring Bayer Built products and/or services, and the Bayer Built or Acclimated Entry Systems logo in high res format (see “Brand Guidelines” for details). Any submission not meeting these guidelines will not qualify for CMI allocation contribution.

Dealers must submit a CMI Claim Form after invoicing to receive CMI allocation reimbursement for advertising costs. After filling out the CMI Claim Form, submit form, documentation, and invoice to the Bayer Built Marketing Team. All requests must be accompanied by a copy of the advertisement and the invoice to be eligible for reimbursement. CMI Claim Forms are available anytime through our Dealer Tools site at www.bayerbuilt.com.

Questions regarding the Bayer Built Woodworks CMI Program can be directed towards a sales representative or the Bayer Built Woodworks Marketing Team:

ph. 800.644.9972 • fx. 800.644.1000 • marketing@bayerbuilt.com



Bayer Built Woodworks is happy to assist in the design and layout of custom advertisements. We can alter stock advertisements, offer input on self-designed advertisements, and more. For assistance with custom advertisements, please contact Bayer Built Marketing Team (888.254.2330); please allow 5-10 business days for all custom advertisements.



Using a Third-Party Ad Agency

All custom advertisements must obtain pre-approval in order to qualify for reimbursement from the CMI Program. To obtain pre-approval, fill out the CMI Claim Form (available on-line through our Dealer Tools), and submit along with a sketch or proof of the advertisement to the Bayer Built Marketing Team. Advertisements that are ran and submitted without pre-approval may not meet the Bayer Built Branding Guidelines (available on pg. 22) and subsequently not qualify for CMI Program. Custom advertisements that go through the pre-approval process ensure CMI program qualification. To help with the pre-approval process the Bayer Built Marketing Team provides these suggestions and guidelines:



- All advertisements submitted must use the Bayer Built Woodworks or Acclimated Entry Systems logo in high resolution
- All advertisements should make reference, textual and/or visual, to Bayer Built products
- Follow the Bayer Built Woodworks Branding Guidelines
- Use current Bayer Built tag lines, product lines, and information

Questions regarding the Bayer Built Woodworks CMI Program can be directed towards a sales representative or the Bayer Built Woodworks Marketing Team:

ph. 800.644.9972 • fx. 800.644.1000 • marketing@bayerbuilt.com



The Bayer Built Woodworks CMI Program may be used to assist with the cost of participation in special projects, model homes, and Parade of Homes events. All projects, model homes & parade events must receive pre-approval from your sales representative and the Bayer Built Marketing Team in order to be eligible for the CMI Program. Please talk to your sales representative for more information on the use of the CMI Program for events or projects.

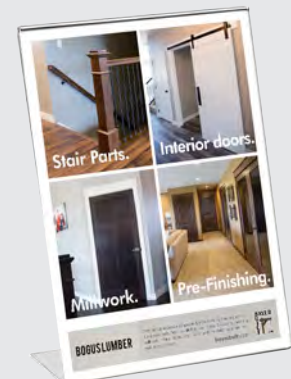
Ex.) Model/Parade of Homes Pricing

Total Bayer Built Invoice Cost	\$5000
10% Covered by CMI (Cost-Share)	\$500
Possible Cost to Customer	\$4500
But, customer only has \$400 available in CMI Program (Cost Share Fund)	
Cost to Customer	\$4600



**Additional savings are available depending on the scope of the project. If you have an opportunity for a model home or a parade home project, ask your Bayer Built sales representative for possible additional savings.*

**Opportunities for custom signage*



Questions regarding the Bayer Built Woodworks CMI Program can be directed towards a sales representative or the Bayer Built Woodworks Marketing Team:

ph. 800.644.9972 • fx. 800.644.1000 • marketing@bayerbuilt.com



The Bayer Built Woodworks CMI Program may be used to assist with the cost of promotional items. Promotional items are covered with a 50/50 split from the Cost-Share fund on the invoice; the customer will pay 50% and Cost-Share allocations will cover 50% (see example below), promotional items must be pre-approved by both the Bayer Built Marketing Team and your sales representative.



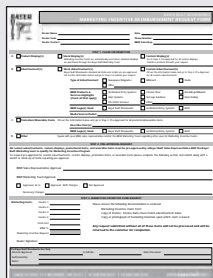
Ex.) Promotional/Wearable Pricing

Invoice Total	\$1000
Customer Responsibility	\$500
(Cost-Share) CMI Reimbursement	\$500

50/50

The Bayer Built CMI Program is only available for items that promote the Bayer Built and/or Acclimated Entry Systems. Requests on promotional and wearable items featuring additional distributors and vendors will be pro-rated according to the exposure given to the Bayer Built brand.

All promotional and wearable items must obtain pre-approval in order to qualify for reimbursement through the CMI Program. To obtain pre-approval, fill out the CMI Claim Form (available on-line through the Dealer Tools), and submit along with a sketch or sample of the item(s) to the Bayer Built Marketing Team. To help with the pre-approval process the Bayer Built Marketing Team provides these suggestions and guidelines:



- All items submitted must use the Bayer Built and/or Acclimated Entry Systems logo
- Be sure to follow the Bayer Built Branding Guidelines for colors and resolution (on pg. 22)
- Logo placement for wearable items should be visible (suggested locations include a shirt sleeve, nape of the neck, front pocket, or the front/sides/back of a hat); logos must be large enough to be visible and easily identifiable

Customers must re-submit their CMI Claim Form after invoicing to receive CMI reimbursement for promotional and wearable materials. After filling out the CMI Claim Form, submit form, documentation, and invoice to the Bayer Built Marketing Team. All requests must be accompanied by a photograph of the item(s) and a copy of the invoice to be eligible for reimbursement.

Bayer Built does offer a digitalized logo, used for embroidery, to its customers free of charge. This image file must be requested through the Bayer Built Marketing Team. Use of the 4-color logo is preferred but alternative logo formats are available upon request.



Bayer Built Woodworks offers product literature pieces for all of our product lines and services. Literature can be downloaded from our website and is available through the Bayer Built Marketing Team at no charge, email marketing@bayerbuilt.com or call 320.254.2450 to order

Bayer Built Woodworks Stock Literature Pieces

- Acclimated Entry Systems
- Stair Parts
- Mouldings
- Pre-Finish Services
- Interior Doors
- Exterior Columns
- Forever Barnwood
- Barn Door
- Deck railing

Vendor Literature

Bayer Built also offers literature from our vendor partners to our customers for reference regarding special orders and extended capabilities. Thanks to our vendor partnerships, Bayer Built's capabilities do not end with our stock product, we can special order or customize any product meaning the possibilities are endless.

For Details On Bayer Built Literature

For vendor literature, please access the literature order form available through the Dealer Tools section of our website, www.bayerbuilt.com.





Bayer Built Woodworks is a premier millwork distributor in the region, recognized easily by its name and often by the graphic images that represent our company and industry. In the event that a dealer wishes to produce or create their own communications, sales information, displays, or presentations using the Bayer Built name or logo, they will be asked to meet certain standards for branding in all promotional efforts.

Within this publication are guidelines for using the Bayer Built image for all items pertaining to marketing in a way that positively represents our goals and mission, while demonstrating a cohesive style. By following these guidelines you benefit from the extensive marketing and branding efforts Bayer Built already has in place in many publications, websites, and other media outlets. The application of these standards will ensure a professional result and consistent display of the Bayer Built image.

By implementing these standards, we build a level of consistency and unification that is part of our branding strategy.



Bayer Built Woodworks encourages customers to use the Bayer Built and Acclimated Entry Systems logos on their websites, brochures, advertisements, and elsewhere. Customers may not use our logos or its likeness as a personal company logo or for any other commercial purpose without the consent of Bayer Built. Derivative versions of our logo are prohibited, as they dilute the Bayer Built identity. Please contact the Bayer Built Marketing Team if you have any questions regarding the use of the Bayer Built logos.

Bayer Built has two primary logos – the Bayer Built Woodworks, Inc. logo and the Acclimated Entry Systems logo. Each of these logos represents a brand that we work hard to establish with our customers and consumers. We take great pride in the recognition and reputation each of these brands and logos receives, the following guidelines are established in order to protect that.

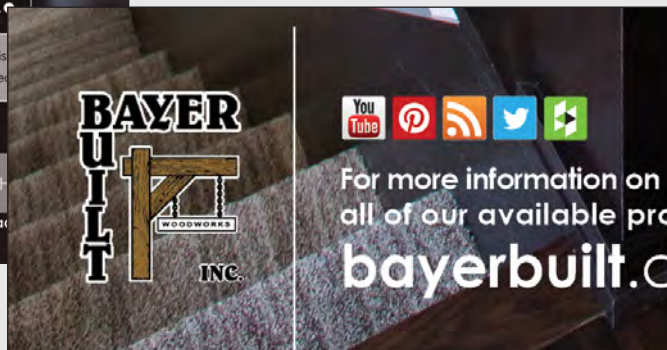


Minimum Size

Bayer Built logos must always be used at a size large enough to read logo text. This size will vary based on the resolution of the medium being used, as a general rule logo should be no smaller than 1 inch tall.

Clear Space

It is important to maintain an open area around a logo so it remains recognizable and does not become lost in other page elements. The necessary clear space is relative to the size of the logo, not as border of a set distance; care should be taken to ensure that the logo is not set in an area that is too busy or overcrowded.

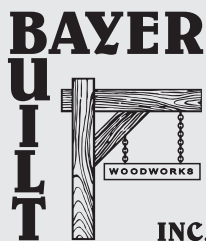




The Bayer Built Woodworks logo is available in 4-color process, 4-color process on dark, and in black & white. We ask that customers do not use any other colors in presenting the logo or alter these color selections in any way (i.e. incorporating a tint, fade, or other images). If you currently have any of our logos on file please discard them, new logos can be downloaded from the Dealer Tools section of our website, www.bayerbuilt.com, or requested through the Bayer Built Marketing Team.



4-Color Process



Black and White



4-Color Process on Dark
(for use on dark backgrounds)



4-Color Process (stacked)



Black and White (stacked)



4-Color Process on Dark
(for use on dark backgrounds)



4-Color Horizontal



Black and White Horizontal



Color profile ranges for the Bayer Built Woodworks logos are provided below, please use recommended colors when specification is possible. Be careful when using color profiles on the web in order to maintain accurate coloring. Use the files provided on the dealer tools section of www.bayerbuilt.com whenever possible.

Coated Paper Stocks (Gloss):

Bayer Built Brown

CMYK: (C:17, M:52, Y:87, K:63)

PMS: 463C

RGB (R: 108, G: 77, B:35)

Bayer Built Black

CMYK: (C: 0, M:0, Y:0, K:100)

PMS: Black C

RGB (R: 30, G: 30, B:30)

Acclimated Red

CMYK: (C: 3, M: 100, Y: 66, K: 12)

PMS: 200C

RGB (R: 183, G: 18, B:52)

Acclimated Black

CMYK: (C: 0, M:0, Y:0, K:100)

PMS: Black C

RGB (R: 30, G: 30, B:30)

Uncoated Paper Stocks (Matte):

Bayer Built Brown

CMYK: (C: 21, M: 53, Y: 89, K: 42)

PMS: 469U

RGB (R: 123, G: 94, B: 75)

Bayer Built Black

CMYK: (C: 0, M:0, Y:0, K:100)

PMS: Black U

RGB (R: 85, G: 81, B: 80)

Acclimated Red

CMYK: (C: 0, M: 96, Y: 80, K: 0)

PMS: 199 U

RGB (R: 216, G: 82, B: 102)

Acclimated Black

CMYK: (C: 0, M:0, Y:0, K:100)

PMS: Black U

RGB (R: 85, G: 81, B: 80)

Use of Bayer Built Pictures

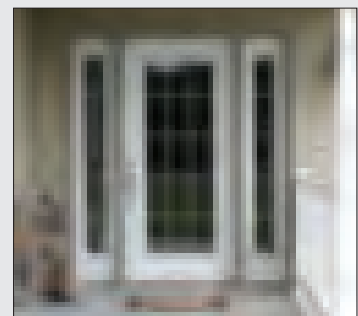
All images of Bayer Built products must be clear, high resolution images. Bayer Built Woodworks provides a selection of photos featuring stock products, available upon request through the Dealer Tools section at www.bayerbuilt.com or by contacting the Marketing Team at marketing@bayerbuilt.com. These images are available for use by dealers for the promotion of Bayer Built products; all other uses are strictly prohibited.



Proper Use of Image



Proper Use of Image



Improper Use of Image



Proper Use of Logos & Images

- Logo is visible and legible with appropriate coloring
- High resolution photographs featuring Bayer Built products



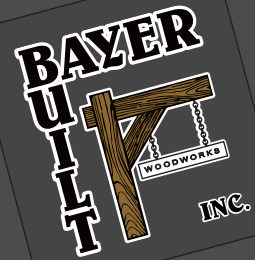
Improper Use of Logos & Images

- Logo is too small; logo should be big enough that the text is easily legible
- Logo against white background with busy surroundings; logo should be set apart from images and other detail so it is easily distinguishable



Improper Use of Logos & Images

- Logo is too small; logo should be big enough that the text is easily legible
- 4-color logo is used against a colored background, should be set against a white backdrop
- Picture resolution is too low, pictures are blurry; photographs should be high resolution
- Bayer Built logo is cut off on the right side



The Bayer Built Marketing Department thanks you for looking to us for your promotional efforts. Please feel free to contact us with any questions you may have regarding anything you may have seen in this document. Again, thank you for choosing Bayer Built.

Bayer Built Marketing Team