



# Premium Renovator Program - 2022

CONFIDENCE. QUALITY. VALUE.

# Who is Gentek®?

**Gentek® is Canada's largest manufacturer of windows and siding.**

**We also offer a full line of doors and complimentary products for home exteriors.**

- Regionally-suited products for all climates.
- Best product warranties and after-sales service in the business.
- With over 50 years in the industry, we're doing something right.
- Gentek® has a presence in every major Canadian market, 22 distribution centres across St. John's to Nanaimo.
- A marketing department focused on getting for our contractors.



# Why should you be part of the Premium Renovator Program?

**Premium Renovators stand out in a crowded market. You join the elite of your profession, with a Seal of Approval as a top-quality contractor with a history of consumer satisfaction. Create instant trust and reputation!**

- Elite – and exclusive! We limit our program to approximately 175 contractors across Canada from our more than 10,000 customers.
- No-cost leads through our Dealer Locator pages on our website, digital properties and other marketing initiatives.
- Co-op dollars for advertising, promotions and on-the-ground marketing.
- Comprehensive support from our marketing and sales teams.

# Premium Renovator Program

## Exclusive Use of the PR logo(s) – Blue, Gold and Silver



- Stand out and stand above your competition.
- Our **Blue, Gold and Silver Premium Renovator** logos mean instant homeowner trust and confidence.
- Reassure homeowners you have been vetted by Canada's largest window and siding manufacturer.
- Aim for the Silver: Our Silver logo represents our most elite contractors.

# Premium Renovator Program

## Dealer Locator

- Premium Renovators are the only contractors listed on [www.gentek.ca](http://www.gentek.ca).
- Homeowners enter their city or postal code to get a listing of Premium Renovators in their area.

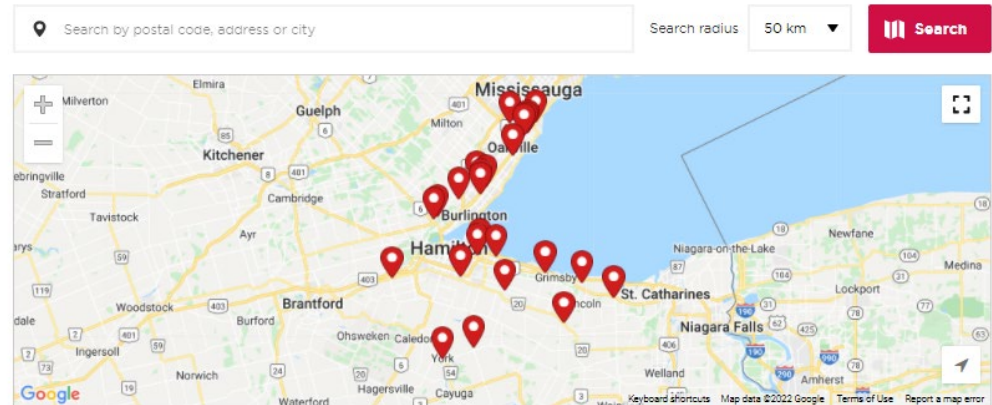
**We had more than 20,000 searches on our dealer locator in 2021.**



**DEALER  
LOCATOR**

## Find Our Products

Gentek works with leading contractors and retailers across the country who meet strict quality, performance and insurance rules. They will help ensure your product choices and installation meet your needs and expectations.



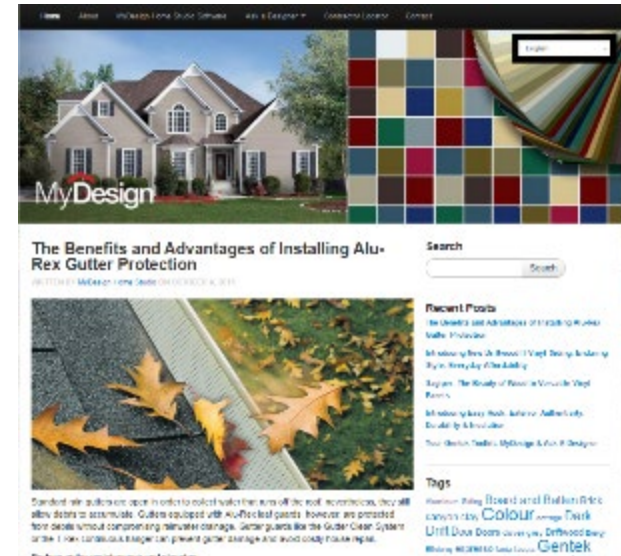
# Premium Renovator Program

## Social Media Campaign

We have one of the best read Exterior Renovation Blogs in the country – **MyDesignHomeStudio.com**

- We draw crowds – 110,000 readers - and we draw 100s questions about Gentek® products and renovation advice.
- The focus of our social media campaign is to provide homeowners with renovation and design advice all through posts on our Blog, Facebook, Pinterest and LinkedIn.

**Provide them with the advice and then guide them to our Premium Renovator Network!**



# Premium Renovator Program

## Co-op Advertising

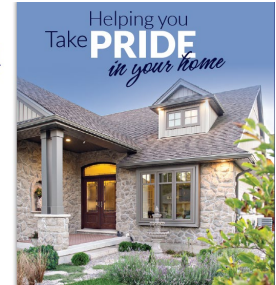
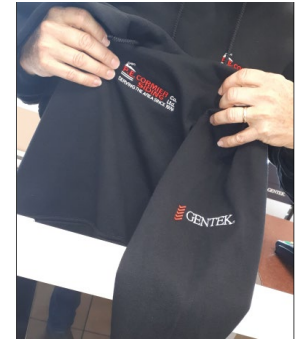
Receive co-op \$ based on your purchases!  
The more you purchase the more co-op you receive.

### Eligible Advertising Expenses:

- RenoWorks Pro Fees (100% coverage)
- Print, Radio, Television
- Brochures, Flyers, Stationary
- Signage
- Online Advertising
- Trade Shows
- Much more.....



Rick Banman  
519-902-9003  
Call your local window expert  
[www.banmanwindows.com](http://www.banmanwindows.com)



Gentek pays co-op on a 50/50 basis – 50% of the invoice up to your co-op allotment.

**Important, if you don't use your co-op \$ by the deadline you  
LOSE THEM!**

# Premium Renovator Program

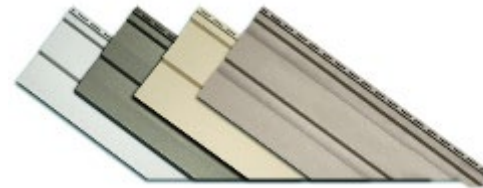
## Gentek Premium Renovator Resource Site

[www.gentekpr.ca](http://www.gentekpr.ca)

Get 24/7 access to all marketing materials, including:

- Co-op balances and submissions.
- Logos.
- Beauty shots and product shots.

Each Premium Renovator receives their own Username and Password for the site upon registering for the program.





# Premium Renovator Program

## How do Customers Qualify?



### Regular Premium Renovator Tier

- Minimum purchase of \$100,000 of Gentek® product in the previous calendar year
- 75% of your product purchases must be Gentek® products
- In business 5 years and installed Gentek® products for the last 2 years
- Carry all industry insurances and have an installation warranty
- Get 0.75% co-op dollars



### Gold Premium Renovator Tier

- Minimum purchase of \$250,000 of Gentek® product in the last calendar year
- 75% of your product purchases must be Gentek® products
- In business 5 years and installed Gentek® products for the last 2 years
- Carry all industry insurances and have an installation warranty
- Get 1.25% Co-op dollars



### Elite Premium Renovator Tier

- Minimum purchase of \$1,000,000 of Gentek® product in the previous calendar year
- 75% of your product purchases must be Gentek® products
- In business 5 years and installed Gentek® products for the last 2 years
- Carry all industry insurances and have an installation warranty
- Get 1.50% co-op dollars



**So let's get started...**

Let's build better business together.