



PINK ADVANTAGE DEALER PROGRAM[®]

IT PAYS TO BE PINK[®] WITH OWENS CORNING!

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.

Program Guidelines

- 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.

Terms and Conditions apply.

TIER LEVELS – BASED ON PRODUCT PURCHASES

Diamond (4+ categories)	Insulation	3% of invoice
	Roofing	1% of invoice
	Doors per unit	\$1 interior/\$2 exterior/ \$5.00 MPDS
Gold (2-3 category)	Insulation	2% of invoice
	Roofing	1% of invoice
	Doors per unit	\$1 interior/\$2 exterior/ \$5.00 MPDS
Silver (1 category)	Insulation	1% of invoice
	Roofing	1% of invoice
	Doors per unit*	\$0.50 interior/\$1 exterior/ \$2.50 MPDS

*Doors per unit refers to finished unit including one slab or multiple components/slabs/side lite/etc.



PRODUCT CATEGORIES

- PINK Fiberglass Insulation
- Fiberglass Loosefill Insulation
- XPS Rigid Foam Insulation
- Mineral Wool Insulation
- Exterior Doors
- Interior Doors
- Roofing Shingles + Components



BUSINESS SUPPORT

- Branded Merchandise
- Branded Apparel
- Business Advertising
- Employee Gifts
- Product & Sales Training
- Bank Deposits
- Company Reimbursement; business services or equipment



THE OCONNECT[™] RESOURCE CENTER (WWW.OWENSCORNING.COM/CONNECT)

As a Pink Advantage[®] Dealer, you have access to the OConnect[™] Resource Center. From here, you can:

- Submit invoices, distributor reports, or claims
- Check your funding balance
- Review transaction and order history
- Order literature, samples, displays, and marketing tools
- Owens Corning University to learn product, installation, and more

Most distributors submit on your behalf once the member ID is shared. If you are unsure if your distributor is submitting sales on your behalf, please check with your distributor partner to confirm sales submissions.



APPLY HERE

www.owenscorning.com/padp

CATEGORIES | PINK ADVANTAGE DEALER PROGRAM®

1. Batts & Rolls Insulation
2. ProCat® Loosefill Insulation
3. FOAMULAR® NGX Insulation
4. Thermafiber® Insulation
5. Masonite® Exterior Doors
6. Masonite® Interior Doors
7. Shingles + Roofing Components

1. PINK FIBERGLASS INSULATION

PRODUCTS

- R-11 Insulation
- R-13 Insulation
- R-15 Insulation
- R-19 Insulation
- R-20 Insulation
- R-21 Insulation
- R-22 Insulation
- R-23 Insulation
- R-25 Insulation
- R-30 Insulation
- R-30C Insulation
- R-38 Insulation
- R-38C Insulation
- R-49 Insulation

2. FIBERGLASS LOOSEFILL INSULATION

PRODUCTS

- ProCat®

3. XPS RIGID FOAM INSULATION

PRODUCTS

- F-150
- F-250
- F-400
- HALF INCH
- INS SHEATH
- INSUL-DRAIN®

4. MINERAL WOOL INSULATION

PRODUCTS

- Thermafiber® Fire & Sound Guard® Plus
- Thermafiber® SAFB™
- Thermafiber® Safing

5. EXTERIOR DOORS

PRODUCTS

- Masonite® Exterior Steel Doors
- Masonite® Exterior Fiberglass Doors
- Masonite® Performance Door System (MPDS)

6. INTERIOR DOORS

PRODUCTS

- Masonite® Interior Molded Doors
- Masonite® Interior Flush Doors
- Masonite® Interior Stile and Rail Doors

7. ROOFING SHINGLE + COMPONENTS

PRODUCTS

- Duration FLEX®
- Duration MAX®
- Duration® Premium
- Duration STORM®
- Oakridge®
- Supreme®
- TruDefinition® Duration®
- TruDefinition® Duration® COOL
- TruDefinition® Duration® Design
- TruDefinition® Oakridge®
- Woodcrest®
- Woodmoor®

ROOFING SHINGLE

SPECIALTY COMPONENTS

- PINKWRAP® Classic Weather Barrier
- PINKWRAP® Premium Air Barrier

COMPONENTS

- DeckDefense®
- DecoRidge® Hip & Ridge
- DuraRidge® Hip & Ridge
- DeckSeal
- ImpactRidge® Hip & Ridge
- ProArmor®
- RhinoRoof® Granulated
- RhinoRoof® U20
- RIZERidge® Hip & Ridge
- Starter Shingle Roll
- Starter Strip Plus
- Titanium® FR
- Titanium® PSU30
- Titanium® UDL25
- Titanium® UDL30
- Titanium® UDL50
- Titanium® X30
- VentSure® 4-Foot Strip
- VentSure® InFlow® Vent
- VentSure® RidgeCat®
- VentSure® Rigid Roll
- VentSure® Sky Runner LTE®
- WeatherLock® Flex
- WeatherLock® G
- WeatherLock® Mat
- WeatherLock® Specialty Tile and Metal
- WoodStart® Starter Strip

PINK FIBERGLASS INSULATION

ACCESSORIES

- 3" Wood Plugs
- Attic Hatch Insulator
- Attic Stair Insulator
- AttiCat® Machine
- AtticMate™
- FOAMULAR® Project Panel 2X2
- Garage Door Insulator Kit
- INSPECT-R® Density Gauge
- Insulation Vacuum Bag
- Loosefill Wall Insulation Tube
- Multi-Purpose Insulation
- ProCat® Machine Accessories
- PROPINK® ComfortSeal™ Framing Gasket
- PROPINK® ComfortSeal™ Gun Foam
- PROPINK® ComfortSeal™ Sill Gasket
- PROPINK® Foam Sealant Gun
- PROPINK® Wall Fabric
- RAFT-R-MATE®

LOOSEFILL INSULATION

ACCESSORIES

- ProCat® Accessories

FOAM INSULATION

ACCESSORIES

- HomeSealR® Tape
- JointSealR® Tape
- FlashSealR® Tape
- FOAMULAR® Fanfold

Please connect with ProDesk@owenscorning.com
or **1-866-776-3375 (1-866- PRODESK)** for assistance.