



BUILD BETTER

WITH OWENS CORNING

INSULATION / ROOFING / DOORS / MORE



Put the Power of PINK to work for you! Get the brand recognition of Owens Corning, plus marketing and business resources to help you sell, and program rewards on every purchase.

Join the Owens Corning Builder Advantage program.

BUILD. SELL. EARN. GROW.

with the Power of PINK

In today's competitive building market, details matter. From efficiency on the jobsite to reducing callbacks, every advantage makes a difference. The Owens Corning Builder Advantage Program helps increase your competitive edge at every step.



BUILD

High-Performance Solutions for the Whole Home

Choose Owens Corning products designed to enable fast, accurate installation and trusted performance for decades. With industry-leading solutions backed by building science expertise, Owens Corning has the roofing, insulation and door systems you need to deliver leading comfort, protection and performance with undeniable curb appeal, dependable quality and added value.

SELL

Let Our Brand Enhance Your Story

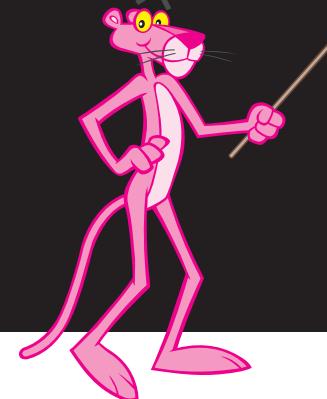
Tell a deeper story and demonstrate your commitment to building quality and performance into every inch with Owens Corning—consistently named a most recognized and trusted brand among homeowners.¹ As a program member, you'll have access to exclusive program materials designed to help you sell beyond the expected and set yourself apart from the competition.

EARN PROMO FUNDS

on all eligible purchases when you buy products from 2+ categories²



Team up with Owens Corning to bring added value to the homes you build.



EARN

Get Rewards on Every Owens Corning Purchase

Buy qualifying Owens Corning products² from two or more categories and earn promotional rewards, plus get access to co-branded marketing materials and exclusive builder program benefits.

GROW

Use the Benefits to Build Your Business

Access ongoing training content and market insights to help your team learn and grow. Redeem rewards for business-building tools and materials you can use to help further drive traffic, brand awareness and sales. And build a long-term relationship with a team committed to supporting your growth and success.

USE MORE. GET MORE.

Qualifying products include:

FIBERGLASS INSULATION

PINK NextGen® Fiberglas™ Batts & Rolls
PROPINK® Blown-in Loosefill

ROOFING

Duration® Shingles
Oakridge® Shingles
Roofing System Components

DOORS

Masonite® Exterior Doors
Masonite® Interior Doors

HOUSE WRAP

PINKWRAP® Weather Resistant Barrier

BUILDING ENCLOSURE

FOAMULAR NGX® Rigid Foam Board
EZSheath™ Structural Insulated Sheathing



¹ 2022 Roofing Homeowner Brand Awareness Survey by Owens Corning Roofing and Asphalt, LLC.

² Promotional funds are paid on material cost only.

Builders, get access to marketing and business resources to help you sell more homes.⁺



OWENS CORNING® BRAND ACCESS

- Pre-built Owens Corning marketing assets showcasing product benefits
- Use of approved Owens Corning brand assets



PROMO FUNDS

Accrue funds on material purchases and redeem on eligible marketing purchases



OWENS CORNING UNIVERSITY

Access to exclusive online library of product and building training resources



OWENS CORNING CONTRACTOR NETWORK

Access a nationwide network of Owens Corning trained and certified contractors



LEAD GENERATION

Listing on the Owens Corning website to help drive traffic to your business



CUSTOMIZED CO-BRANDING

Custom design support and co-branded content to connect the power of the Owens Corning brand with yours



ENROLL TODAY

Scan this code to visit our builders program landing page.
Click [Join Now](#) to enroll. There is no cost or commitment to join.

owenscorning.com/builders



⁺ Not a guarantee of sales or profit.

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