

MARKETING BULLETIN

July 29, 2016

TO: Our Valued Customers
CC: Sales, Customer Service, Marketing
FROM: Jerry Blais, Senior Vice President – Marketing
SUBJECT: 2017 Product Discontinuation

At Ply Gem, we continually strive to offer the most comprehensive and effective Napco® product offering to meet our customers' needs. To accomplish this goal, we need to periodically rationalize our portfolio. As a result, the following product and color discontinuations will become effective on December 31, 2016 (unless otherwise noted).

VINYL PRODUCTS

No vinyl product eliminations in 2017

METAL PRODUCTS

London Brown PVC Color Move to align with London Brown Acrylic Color

- London Brown in PVC (trim coil only) has historically been a slightly different color than London Brown in Smooth Acrylic (soffit, fascia, rainware, etc.). We will move the PVC color to match the Smooth Acrylic colors at the beginning of 2017.

Lakeshore Gray Color Move to improve alignment with Vinyl Siding Color

- Lakeshore Gray metal products have historically been a slightly different color than Lakeshore Gray Vinyl Products. At the beginning of 2017 we will make a slight adjustment in the Lakeshore Gray metal color to improve this alignment.

Miscellaneous Deletions

- 36687/36688/36689 – Durabuilt T4 Soffit in Desert Cactus
- 36620 – Ultra PVC Trim Coil in Tan
- 36623 – 14" Trim Coil in Black, Royal Brown

- V-Supports for Leaf Relief products
- Heartland Premium Blue Trim Coil

PLY GEM SHUTTERS AND ACCENTS

- Georgetown Blue in Shutter styles and lengths
- EZBLK050 – all colors
- Color Code Change: The following four colors will be merged as the raw materials are the same. Effective 1/1/17 begin ordering using the new color code. The actual colors are not changing, just the codes.

D3 – order color IF
 J8 – order color 63
 PA – order color 53
 PB – order color 30

- The FMBLOCK is transitioning to the new ring design with added adjustability, more similar to the preferred UNIBLOCK style. This block is slightly deeper than the current FMBLOCK. The FMBLOCK (new) and the FMEBLOCK are identical, the only exception is that the FMEBLOCK includes the UL approved black box and is UL approved. This will be a running change as inventory of the “old style” FMBLOCK are depleted.

Here are the comparisons:

Item	Piece Per Carton	PIECE				CARTON			
		Weight	Length	Width	Depth	Weight	Length	Width	Height
Old FMBLOCK	5	0.8	11	7	1.5	4	13.25	8.5	5.688
New FMBLOCK	5	0.7	11.75	7.5	2	3.5	12.625	8.3125	9

To help you manage through inventory and ongoing project transitions, we are giving you as much advance notice as possible. We will continue to manufacture discontinued products through year-end 2016. Please contact your territory sales manager for additional details on the product changes outlined above.

Stay tuned for announcements on new and exciting marketing and Napco® product enhancements for the 2017 season. To be the first to learn about the 2017 changes, sign up to receive Napco emails. Email us at Support@NapcoInfo.com and request to be added to our email list, or call us at 1-888-9-PLYGEM. Also please be sure to check out Ply Gem’s ProTalk Blog or follow us on Facebook, Twitter, Instagram, Houzz and Pinterest.

As always, thank you for your business.