



## VERSICO CONTRACTOR REWARDS PROGRAMS

*Versico is proud to partner with some of the best roofing contractors in the nation. We are pleased to offer programs that will both help grow your business and thank you for your hard work and loyalty to the Versico brand.*



# EXCALIBUR REWARDS PROGRAM

## How the Excalibur Rewards Program Works

The Versico Excalibur Rewards Program rewards you with up to 500,000 points per calendar year for purchasing and installing warranted Versico roofing systems. In addition to earning rewards points to spend in the program, 500,000 points also qualifies your company to receive an invitation to attend Versico's King's Court Trip.

Points for warranted installations will be calculated at the end of each calendar year, based on job completion date. Once calculated, points will be converted into reward dollars and will be deposited into your online Excalibur Rewards account in January. Excalibur Rewards dollars will be available to spend through December 31. Annually, accounts will be re-set and the new year's Excalibur Rewards dollars will be deposited.

Points will be awarded as follows:

### Membrane

**.50 points** per square foot  
for 60-mil and thinner  
membranes

**.75 points** per square foot  
for membrane thicker  
than 60 mils

### System Type

**.50 points** per square foot for  
a fully adhered system

**.25 points** per square foot  
for any other system type

### Insulation

**.25 points** per square foot  
if system includes at least  
1 inch of Versico  
polyisocyanurate insulation

## Additional Information

- Points are non-transferable and cannot be combined with points from another program participant
- Contractor termination with Versico will result in loss of Excalibur Rewards dollars.
- Excalibur Rewards dollars expire every year on December 31. Any unused Excalibur Rewards dollars will be forfeited.
- Versico reserves the right to change the program details at any time without prior notice.
- Access to the Excalibur Rewards Program will be granted once 100,000 Excalibur Rewards points have been earned.

## Excalibur Program Website

This is your source for all program information. Visit the Excalibur Rewards website to check your current point balance, browse product selection and redeem your reward dollars.:

- Go to [www.versico.com](http://www.versico.com) and enter your username and password in the fields provided within the login screen.
- Click on the Programs menu dropdown and select Excalibur Rewards
- Once you have accessed the Excalibur Rewards Program Page, click the link "Launch Rewards Program" to gain access to the Excalibur Rewards Program website.

Reward options within the Excalibur Rewards Program are geared towards helping you grow your business and your brand as a partner with Versico.

## Contractor Profiles

Did you ever wish that you had a professional piece to include in bids or for your sales team to use as a leave behind? Profiles are customizable to showcase your experience with Versico. Finished size is 8.5" x 11".



## Maintenance & Repair Postcards

Remind your customers and potential customers when it's time for a roof maintenance inspection. Customized with your company logo, name and contact information. Finished size is 8.5" x 5.5"



## Branded Items

Through the Excalibur Rewards Program website, you can choose from a variety of different apparel items to have branded with the Versico logo, along with your company logo if you choose.







## KING'S COURT PROGRAM

Versico's King's Court program, awards top-performing contractors with an annual all-inclusive trip for two as well as access to a variety of marketing and PR materials.



### How to Qualify

Versico awards a select number of contractors with the King's Court distinction based on how many Excalibur Rewards points they accumulate throughout the year. During the year, contractors earn Excalibur Rewards points for installing Versico's VersiGard® EPDM, VersiWeld® TPO, VersiFlex™ PVC and VersiFleece® warranted and inspected membrane systems. In order to qualify for King's Court, an authorized Versico contractor must earn 500,000 Excalibur Rewards points. Projects are tracked through Versico's warranty system and points are issued each quarter based upon system composition. Points must be earned between January 1<sup>st</sup> and December 31<sup>st</sup>, based upon job completion date.

Example: A 20,000 SF Total System Warranty project composed of 90-mil EPDM fully adhered over two layers of 1.5" VersiCore MP-H Polyiso will receive 30,000 points.

### Excalibur Rewards Points System

(Points per square foot)

<b>Membrane</b>	60 mils & Thinner <b>.50 points</b>	Thicker than 60 mils <b>.75 points</b>
<b>System Type</b>	Fully Adhered <b>.50 points</b>	All other Types <b>.25 points</b>
<b>Insulation</b>	Versico Polyiso <b>.25 points</b>	No Versico Polyiso <b>0 points</b>

# King's Court Trip

The annual King's Court trip not only provides some much needed rest and relaxation, but also provides an opportunity to network with Versico staff and other contractors while being among the first to know about the latest industry standards and the newest products.

The event is all-inclusive, which means Versico covers all costs associated with airfare, lodging, entertainment, meals and excursions. The trip typically takes place in the spring, in a warm, exotic location. The dates and locations are announced each year to qualifying contractors.

Over the years, King's Court has been held at many beautiful destinations, such as Aruba, the Dominican Republic, Cabo San Lucas, Jamaica and the Riviera Maya. No matter the destination, you can count on building relationships with peers and Versico staff members while having a great time!



Locations subject to change without notice.

## Marketing Tools & Programs

King's Court contractors have access to customized marketing pieces geared towards recognizing your business and its achievements, as well as access to exclusive programs.

### Contractor Profile

Versico will produce a customized company profile, highlighting the company's accomplishments and areas of expertise, providing an easy-to-use sales tool for calling on customers.

### Press Release

Versico will create and distribute a personalized press release for each qualifying contractor, making sure the industry is aware of their company's accomplishments. The release will be distributed to industry publications as well as specific publications in the contractor's geographic region.

### Plus V Warranty Extension Program

King's Court contractors have access to the Plus V Warranty Extension Program which provides an additional 5 years of warranty coverage at no cost. \*See Plus V Brochure for program rules.





## GOLD MEDAL QUALITY PROGRAM

Versico's Gold Medal Quality Program identifies the Versico contractors who have set themselves apart by consistently providing high-quality system installations. We are pleased to annually honor this most elite group of roofing professionals with our Gold Medal Quality Contractor designation and award. Versico Gold Medal Quality Contractors' outstanding inspection ratings are indicative of their commitment to excellence, and these contractors represent the very best in workmanship and long-term quality. They take pride in their profession and are dedicated to raising the performance bar in the roofing industry. Versico is very proud to partner with these contractors.

### **The requirements to become a Versico Gold Medal Quality Contractor are as follows:**

- Must be a Versico Authorized Roofing Contractor for a minimum of 3 years.
- Must install over 50,000 square feet\* of warranted, inspected Versico roofing systems per year
- Must complete five (5) or more inspected projects per year
- Must have fewer warranty claims and dollars spent on warranty repairs than 95% of all Versico authorized roofing contractors

\*Square footage requirements may vary in certain areas

The recipients of Versico's Gold Medal Quality Award demonstrate to the public, their clients and their colleagues that they take pride in their profession and are dedicated to raising the bar for performance within our industry.

Gold Medal Quality Award recipients also have access to Versico's Plus V Warranty Extension Program.



# VERSIFLEECE® INCENTIVE PROGRAMS

## OPTION 1

### VersiFleece Individual Performance Program (VIP)



**VERSIFLEECE**  
INDIVIDUAL PERFORMANCE

VIP members are a select group of contractors who are committed to installing Versico’s most durable and robust roofing systems VersiFleece AC, TPO and PVC as well as RapidLock Systems. VIP members are eligible for a number of exclusive benefits, including an annual incentive trip that provides an opportunity to network with fellow contractors and Versico staff while enjoying a variety of exciting excursions.

**Contractor Qualifications:** VIP status is awarded based on yearly squares of warranted VersiFleece membrane (calculated using Copy-B/ Job Completion Date). VIP members may not be combined with any other VersiFleece rebates or incentive programs.



New Qualifiers – Copy-Bs Totaling		Existing Qualifiers – Copy-Bs Totaling	
3,000 squares of Fleece	3 trip passes*	3,500 squares of Fleece	3 trip passes*
2,000 square of Fleece	2 trip passes	2,500 square of Fleece	2 trip passes
1,000 squares of Fleece	1 trip pass	1,500 squares of Fleece	1 trip pass

\* Maximum of 3 VIP passes per firm, per year. Each VIP pass is redeemable for 1 person for 1 trip.



## OPTION 2

### VersiFleece Rig Rebate Program

The VersiFleece Rig Rebate Program provides contractors the opportunity to update older equipment or upgrade equipment that provides the opportunity for labor and material savings. The vendors associated with the Rig Rebate Program are evaluated to ensure high quality customer support and service.

Rebate Qualifications – Copy-Bs Totaling	
3,500 squares of Fleece	\$9,600 Rig Rebate
2,500 square of Fleece	\$6,400 Rig Rebate
1,500 squares of Fleece	\$3,200 Rig Rebate

For more information and full program rules on the VersiFleece Incentive Programs, visit [www.versico.com](http://www.versico.com)







# PLUS V WARRANTY EXTENSION PROGRAM

## How the Plus V Warranty Extension Program Works

Versico's Plus V Warranty Extension Program is available to Authorized Gold Medal Quality Contractors, King's Court Contractors and Early Warranty Released Qualified Contractors. This program allows for building owners who have their roof inspected regularly to extend their Versico Total System Warranty by 5 years at no additional cost.

### Here's How Plus V Works:

- Warranted assembly must include 60-mil or thicker membrane and already be eligible for a 20-year Total System Warranty to be eligible for Plus V.
- You must register for the Plus V Warranty Extension prior to the one-year anniversary of the installation completion date.
- A Versico Authorized Gold Medal Quality, King's Court or Early Warranty Release-Qualified Contractor must perform an annual inspection and maintenance visit in accordance with the Versico Inspection and Maintenance Checklist as a minimum.
- Annual inspection and maintenance must be performed within 60 days prior to each anniversary of the installation completion date for the duration of the warranty, including the additional 5-year extension. Inspection paperwork, roof drawing and rooftop photos (at least 6 photos showing the condition of the roof and critical details) must be submitted to Versico by the Authorized Gold Medal Quality, King's Court or Early Warranty Release Qualified Contractor within 30 days after the installation completion date anniversary.
- Documentation and photos can be submitted by mail to: Versico Warranty Services, Attention Plus V Warranty, PO Box 1289, Carlisle, PA 17013, or by email to: plus5@versico.com.

### What's in it for you?

- Stand out from the competition when talking to a building owner about what you can provide
- Have an annual service and maintenance agreement established with the building owner
- Build relationships with building owners and continue to grow your business



A SINGLE SOURCE FOR SINGLE-PLY ROOFING

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