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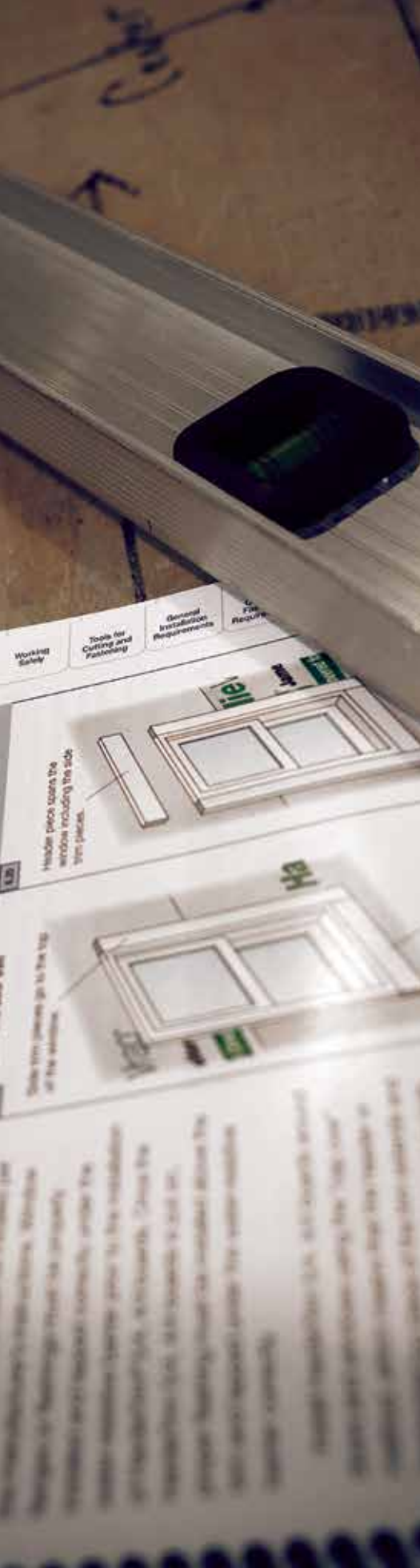
BlueLinx 
America's Building Products Distributor

OUR BUSINESS IS BUILDING YOURS

Introducing the James Hardie Contractor Alliance™ Program



Siding | Trim



WE BUILD confidence

You hold yourself to a high standard. We've created a new program to reward your commitment to craftsmanship and to help grow your business.

With the new **James Hardie Contractor Alliance™ program**, you'll gain access to the resources that can hone your skills and boost your marketing efforts. Top tier members of the program will enjoy a high-profile presence on our website's Contractor Locator, a tool designed to match prospective customers with local contractors. Every facet of this program is designed to help you stand out from the competition.

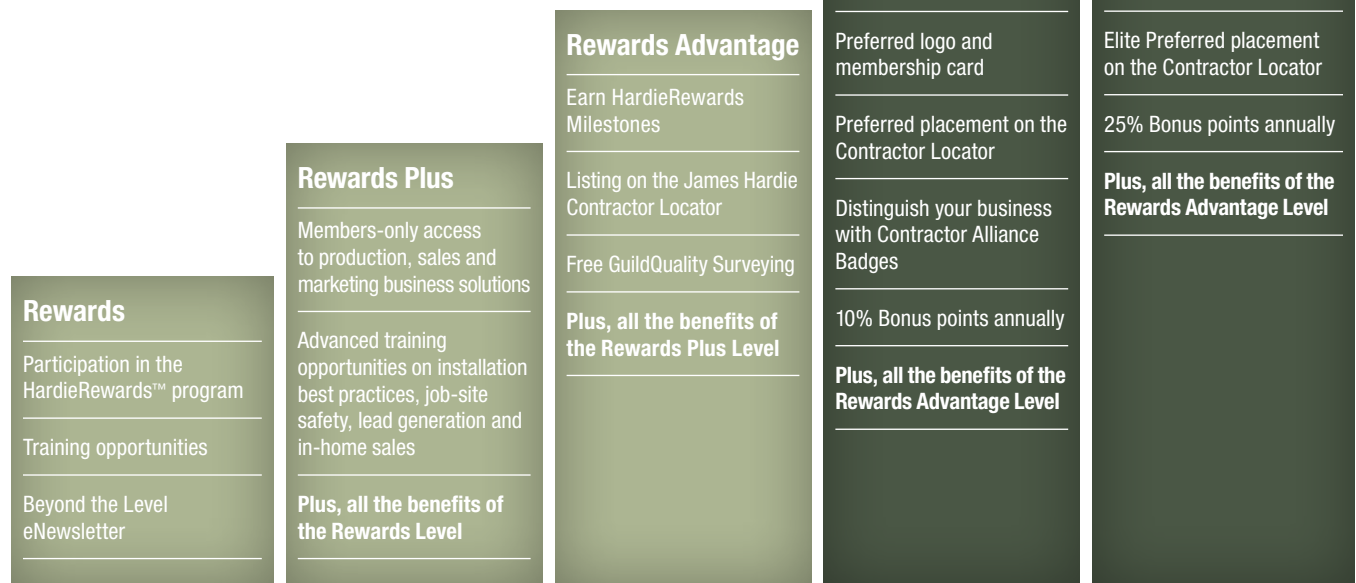
WE BUILD reputations

Just as you help customers reimagine their homes, our new **James Hardie Contractor Alliance program** can help you reimagine your potential by supporting your presence in the community.

- Gain a competitive edge by aligning with James Hardie and North America's #1 brand of siding
- Perfect your craft and maximize your business skills with exclusive training on everything from installation to in-home sales
- Enhance your reputation by giving your customers the ultimate in aesthetics and performance – James Hardie® siding and trim

WE BUILD solutions

James Hardie looks forward to growing with you. Our five membership levels offer solutions for a range of business sizes and reward increased participation with accruable benefits. Meet with a James Hardie representative to determine your participation level.



WE BUILD status

As a valued member of the **James Hardie Contractor Alliance program**, the more you connect with us, the deeper our commitment to you. Start submitting your James Hardie re-side projects into the job tracker. We'll elevate your status so you can take advantage of even more benefits.

ELEVATE YOUR STATUS

- 1 Track Your Re-side Projects
- 2 Choose 100% HARDIE Products
- 3 Stay Connected with Online Training
- 4 Provide Top-Notch Service

Choose from three convenient methods for reporting your re-sides. To learn more about reporting options and the four steps above, visit HardieAlliance.com

Start putting the program to work for you at HardieAlliance.com

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Logo & Membership Card

Use our logos and membership cards to promote your business.

Lead Generation

Elite Preferred, Preferred, and Rewards Advantage Contractors can receive consumer leads directly from jameshardie.com

Contractor Locator

Customized, local directory designed to match prospective re-side customers with our top tier program members.

Advanced Training

Online sessions sharpen your installation skills and provide tips on salesmanship, lead generation and marketing your business.

WE BUILD opportunities

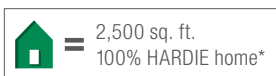
Join the industry's most comprehensive business development and loyalty program. We give you more ways to earn reward points and more ways to redeem them.

Earning HardieRewards™ Points is easy. Simply submit your re-side jobs and we'll automatically calculate the points earned based on the James Hardie products you purchased.

- Elite Preferred Contractors are eligible for 25% bonus points annually
- Preferred Contractors are eligible for 10% bonus points annually
- Top tier members can earn HardieRewards Milestones – bonus reward points for hitting specific volume targets throughout the year
- All members can earn additional HardieRewards Points for attending James Hardie events and completing online training sessions

Hundreds of ways to redeem your points

Job-site tools, co-branded apparel and merchandise, co-op marketing tools, traditional merchandise, show tickets, vacations and more.



= Drill Set



= Marketing Tools



= Tablet



= Vacation



*The average James Hardie re-side project (2,500 sq. ft.), using both ColorPlus® siding and HardieTrim® boards, will yield approximately 10,000 points (before membership level multipliers).



WE BUILD business

Start putting the program to work for you at HardieAlliance.com



JamesHardie

Siding | Trim



Introducing the James Hardie Contractor's Eye™ 3D Home Estimator powered by HOVER.



MEASURE AND DESIGN ANY HOME QUICKLY AND EASILY

Reduce the guesswork of your job estimates with just your smartphone and the James Hardie Contractor's Eye™ 3D Home Estimator powered by HOVER. This app allows you to easily and accurately obtain exterior measurements and a 3D rendering of a home, helping you save time and money. As a Contractor Alliance™ Program member, you can receive exclusive discounts and the best prices on 3D home exterior estimates.

HOW IT WORKS

1. **Sign up at jameshardie.hover.to** or download the James Hardie Contractor's Eye 3D Home Estimator in the App Store or on Google Play.
2. **Take 8 photos** of any home and receive accurate line lengths and surface area measurements for every facet of the home.
3. Our brand is exclusively featured, so you can **instantly design** with James Hardie® products and an array of ColorPlus® Technology finishes.



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HOVER
1-844-754-6837 | jameshardie.hover.to

TOOLS THAT CAN HELP BUILD YOUR BUSINESS



Accurate enough to **quote a job**. The app delivers **accurate** measurements, reducing the guesswork of your job estimates.



Trust your estimates – no manual re-measure required. The app's technology calculates square footage and lineal measurements for roof, siding, windows, trim and soffit – **helping you save time and money.**



Differentiate your business with professional estimates and **close more sales**. The app creates an interactive 3D model giving your customers a preview of different textures and colors – right on their home.

PRICING THAT FITS YOUR BUSINESS

HOVER is now offering all Contractor Alliance Program members pre-paid, volume-based discount packages that let you reduce your cost per job.

SIGN UP

at jameshardie.hover.to or download the James Hardie Contractor's Eye 3D Home Estimator in the App Store or on Google Play

GET CREDITS

Transfer your HardieRewards™ Points into Contractor's Eye credits. Visit HardieAlliance.com to learn more!

STARTING AT

\$30
PER JOB

**CONTRACTOR ALLIANCE
PROGRAM MEMBERS
GET 20% OFF!**

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America's Building Products Distributor



JamesHardie™

Siding | Trim

1-844-754-6837 | jameshardie.hover.to



JAMES HARDIE DEALER CONVERSION REBATE



LIMITED TIME OFFER

RECEIVE A **\$750 REBATE ON**
JAMES HARDIE® SIDING & TRIM

We are looking to increase the quantity of trade professionals focused on completing quality James Hardie® installation jobs. That's where you come in! Convert your customers to James Hardie products and you will receive a \$750 rebate.

See qualification details on reverse side

PROMO DETAILS

Dates

JULY 15, 2019 -

MARCH 31, 2020

REBATE DETAILS

Receive a \$750 rebate when you sell 10,000 sq. ft. or more of James Hardie® siding and trim to a builder, contractor or installer who is a first time user of James Hardie products. Offer limited to dealers located in Missouri, Illinois and Kansas.

For More Information Contact Your BlueLinX Sales Representative
800-388-2889
bluelinxco.com



DEALER (must be completed in full for eligibility)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

23131**PURCHASER** (must be completed in full for eligibility)

Name _____

Company _____

REQUIREMENTS:

1. Contractor/Builder/Installer purchases a qualifying amount of James Hardie products from the dealer during promo period. The purchase (evidenced in invoices issued by the dealer) must consist of a minimum of 10,000 sq. ft. of James Hardie siding and trim.
2. Complete this James Hardie Dealer Conversion Rebate Redemption Form.
3. Mail or email the completed James Hardie Dealer Conversion Rebate Redemption Form, the dealer invoice along with a W-9 to one of the addresses listed below. Your request must be timestamped by March 31, 2020. Rebates are ordinarily processed within 8-10 weeks after receipt of valid request.

James Hardie Building Products Inc.
Attn: James Hardie Dealer Conversion Rebate - 23131
231 S. LaSalle St. #2000
Chicago, IL 60604

OR RebatePrograms@jameshardie.com
Subject: James Hardie Dealer Conversion Rebate - 23131

Terms and Conditions: James Hardie Dealer Conversion Rebate Offer is valid for purchases made between July 15, 2019 through March 31, 2020. Rebate form MUST be postmarked on or before March 31, 2020. Rebate offer is only eligible for purchases made by builders/contractors/installers who are first time users of James Hardie products. The purchase (evidenced in dealer invoices) must consist of a minimum of 10,000 sq. ft. of James Hardie siding and trim. Offer limited to dealers located in Kansas, Illinois and Missouri. Limit to one rebate per contractor/builder/installer company. Multi-family projects are not eligible. Rebates may not be combined or used with any other rebate or other promotional offers. A rebate form must be completed and emailed or mailed with all requested documentation. Materials received become the property of James Hardie and will not be returned. Please keep a copy of all materials submitted with your rebate claim. Please allow 8-10 weeks for fulfillment of rebate requests. James Hardie assumes no liability for lost, late, damaged, misdirected, or postage-due mail or requests that fail to be properly delivered to the address stated on the rebate request form resulting from technical issues or for any reason. Illegible or incomplete requests will not be honored. If terms and conditions are not met, rebate will not be sent. Rebates will be issued in the form of a check. Rebates are void if not cashed or utilized within 90 days of issuance and cannot be reissued. To qualify for this rebate, you must be a legal U.S. resident 18 years of age or older. Void where prohibited or restricted by law. Availability and terms of offer may change without notice.

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BlueLinX 
America's Building Products Distributor



JAMES HARDIE DEALER SALES REP BONUS



LIMITED TIME OFFER

RECEIVE A **\$250 BONUS** WHEN YOU
SELL JAMES HARDIE® PRODUCTS

We are looking to increase the quantity of trade professionals focused on completing quality James Hardie installation jobs. That's where you come in! Convert your customers to James Hardie® products and you will receive a bonus when they make their first purchase.

See qualification details on reverse side

PROMO DETAILS

Dates

JULY 15, 2019 -

MARCH 31, 2020

REBATE DETAILS

Receive a \$250 when you sell 1,500 sq. ft. or more of James Hardie® siding and trim to a builder, contractor or installer who is a first time user of James Hardie® products.

Offer limited to current dealer employees located in Missouri, Illinois or Kansas.

For More Information Contact Your BlueLinx Sales Representative
800-388-2889
bluelinxco.com



DEALER EMPLOYEE (must be completed in full for eligibility)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

23131**PURCHASER** (must be completed in full for eligibility)

Name _____

Company _____

Project Address _____

REQUIREMENTS:

1. Contractor/Builder/Installer purchases a qualifying amount of James Hardie products from a dealer during promo period. The purchase (evidenced in a single invoice issued by a dealer) must consist of a minimum of 1,500 sq. ft. of James Hardie siding and trim.
2. Complete this James Hardie Dealer Sales Rep Bonus Redemption Form.
3. Mail or email the completed James Hardie Dealer Sales Rep Bonus Redemption Form along with the dealer invoice to one of the addresses listed below. Your request must be timestamped by March 31, 2020. Rebates are ordinarily processed within 8-10 weeks after receipt of valid request.

James Hardie Building Products Inc.
Attn: James Hardie Dealer Sales Rep Bonus - 23131
231 S. LaSalle St. #2000
Chicago, IL 60604

OR RebatePrograms@jameshardie.com
Subject: James Hardie Dealer Sales Rep Bonus - 23131

Terms and Conditions: James Hardie Dealer Sales Rep Bonus Offer is valid for purchases made between July 15, 2019 through March 31, 2020. Rebate form MUST be postmarked on or before March 31, 2020. Rebate offer is only eligible for purchases made by builders/contractors/installers who are purchasing James Hardie products for the first time. The purchase (evidenced in a single participating dealer invoice) must consist of a minimum of 1,500 sq. ft. of James Hardie siding and trim. Offer limited to current dealer employees located in Missouri, Illinois or Kansas. Limit to one rebate per project. Multi-family projects are not eligible. Rebates may not be combined or used with any other rebate or other promotional offers. A rebate form must be completed and emailed or mailed with all requested documentation. Materials received become the property of James Hardie and will not be returned. Please keep a copy of all materials submitted with your rebate claim. Please allow 8-10 weeks for fulfillment of rebate requests. James Hardie assumes no liability for lost, late, damaged, misdirected, or postage-due mail or requests that fail to be properly delivered to the address stated on the rebate request form resulting from technical issues or for any reason. Illegible or incomplete requests will not be honored. If terms and conditions are not met, rebate will not be sent. Rebates will be issued in the form of a check. Rebates are void if not cashed or utilized within 90 days of issuance and cannot be reissued. To qualify for this rebate, you must be a legal U.S. resident 18 years of age or older. Void where prohibited or restricted by law. Availability and terms of offer may change without notice.

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JAMES HARDIE FIRST TIME USER TRADE REBATE



LIMITED TIME OFFER

RECEIVE A **\$750 REBATE ON**
JAMES HARDIE® SIDING & TRIM

Select superior siding for lasting protection

Only James Hardie siding and trim are Engineered for Climate®. The unique formulation of James Hardie fiber cement siding makes it a better all-around performer than wood-based or vinyl siding, delivering superior resistance to weather, fire and damage from pests. Protect what matters most with the unmatched performance of James Hardie siding.

See qualification details on reverse side

PROMO DETAILS

Dates

JULY 15, 2019 -

MARCH 31, 2020

REBATE DETAILS

Receive a \$750 rebate when you purchase 1,500 sq. ft. or more of James Hardie® siding and trim.

Offer limited to builders, contractors, or installers located in Missouri, Illinois or Kansas who are first time users of James Hardie products. Current Contractor Alliance™ Program members are not eligible.

For More Information Contact Your BlueLinx Sales Representative
800-388-2889
bluelinxco.com



PURCHASER (must be completed in full for eligibility)

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

23131**REQUIREMENTS:**

1. Purchase a qualifying amount of James Hardie products from a dealer during promo period. The purchase (evidenced in a single invoice issued by a dealer) must consist of a minimum of 1,500 sq. ft. of James Hardie siding and trim.

2. Complete this James Hardie First Time User Trade Rebate Redemption Form.

3. Mail or email the completed James Hardie First Time User Trade Rebate Redemption Form, the dealer invoice along with a W-9 to one of the addresses listed below. Your request must be timestamped by March 31, 2020. Rebates are ordinarily processed within 8-10 weeks after receipt of valid request.

James Hardie Building Products Inc.**Attn: James Hardie First Time User Trade Rebate - 23131****231 S. LaSalle St. #2000****Chicago, IL 60604****OR RebatePrograms@jameshardie.com****Subject: James Hardie First Time User Trade Rebate - 23131**

Terms and Conditions: James Hardie First Time User Trade Rebate Offer is valid for purchases made between July 15, 2019 through March 31, 2020. Rebate form MUST be postmarked on or before March 31, 2020. The purchase (evidenced in a single dealer invoice) must consist of a minimum of 1,500 sq. ft. of James Hardie siding and trim. Offer limited to any builder, installer or contractor located in Missouri, Illinois or Kansas who is a first time user of James Hardie® products and is not a current member of the Contractor Alliance™ Program. Limit to one rebate per company. Multi-family projects are not eligible. Rebates may not be combined or used with any other rebate or other promotional offers. A rebate form must be completed and emailed or mailed with all requested documentation. Materials received become the property of James Hardie and will not be returned. Please keep a copy of all materials submitted with your rebate claim. Please allow 8-10 weeks for fulfillment of rebate requests. James Hardie assumes no liability for lost, late, damaged, misdirected, or postage-due mail or requests that fail to be properly delivered to the address stated on the rebate request form resulting from technical issues or for any reason. Illegible or incomplete requests will not be honored. If terms and conditions are not met, rebate will not be sent. Rebates will be issued in the form of a check. Rebates are void if not cashed or utilized within 90 days of issuance and cannot be reissued. To qualify for this rebate, you must be a legal U.S. resident 18 years of age or older. Void where prohibited or restricted by law. Availability and terms of offer may change without notice.

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