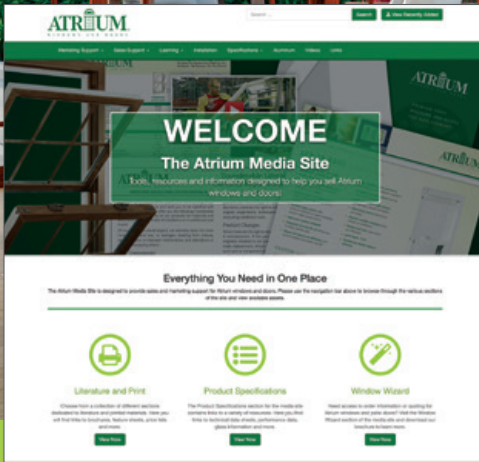




Marketing Resource Summary Guide

Your at-a-glance guide
of marketing tools
and online resources
available all on one,
easy to access website.



<http://marketing.atrium.com>



For decades, our partners have counted on Atrium for dedicated service, exceptional quality and innovative, customer-driven product design.



While our competitors assemble windows using materials from outside companies, Atrium controls almost every step in our supply chain, from in-house blending to extruding our own vinyl to manufacturing screens, reinforcement and insulated glass panels. This allows us to ensure the highest quality as well as competitive pricing for every window and door we produce.

And with industry-leading customer service and field service, we're more than a window fabricator - we provide the window systems, programs and services you need to exceed customers' expectations every time.

A History Built on Partnerships

Since we opened our doors as a manufacturer of aluminum storm products in 1946, our commitment has been to provide our partners with the best windows and doors.

As we've grown into the largest manufacturer of vinyl and aluminum windows and doors in North America, we've never lost sight of that original commitment to form real partnerships based on trust in a great product.

We owe our growth and success over the years to the partnerships we've formed with customers who prefer quality construction, operational excellence and superior customer service.



See a video of our manufacturing facility in action under the Video menu on the media site.



<http://marketing.atrium.com>

Atrium's Marketing Support

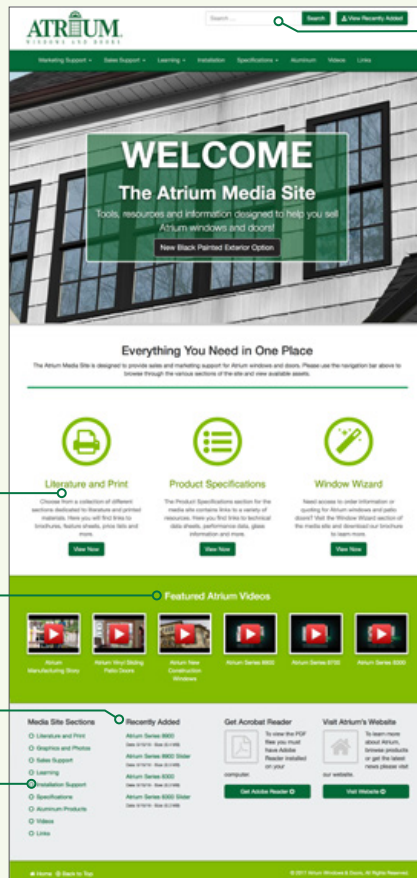
Atrium products are supported by an in-depth, comprehensive marketing program that has been designed to provide all the best sales support tools possible. And, all of it is available on your marketing media site.

Fast access to the most commonly used content

View Atrium's featured videos highlighting the very latest products and information

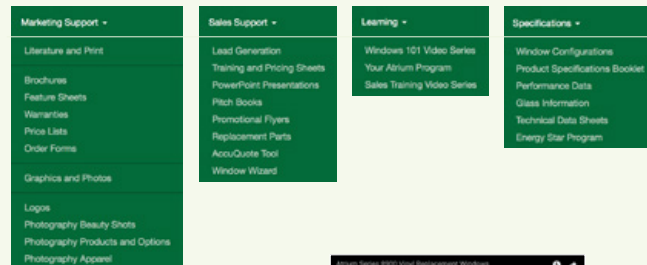
Recently Added section for quick access to the latest updates and information

Navigate the site quickly by category



Easy Search Features

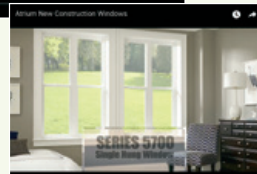
User Friendly Navigation Bar with Drop Down Menu Lists:



Product Videos

Replacement Series 8300, 8700, 8900, New Construction and Sliding Patio Door products.

These videos highlight the features and benefits of each window and can be downloaded to your device under the Video menu.



Available in print and as PDFs. Download under the Marketing Support menu.

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Available on all new construction and replacement products, the feature sheets highlight all features and options and the technical data sheets cover product performance, egress formulas and much more. Feature sheets can be found under the Marketing Support menu and technical data sheets can be found under the Specifications menu.

Side-by-side comparison of the product highlights, features and options available on each double hung window. This sheet can be found under the Marketing Support menu.

Pitch Books

There are several PowerPoint Presentations designed to help you upsell Atrium products. These are available for download in PPT and iPad formats, and can also be customized to meet your customers' needs. Located under the Sales Support menu.



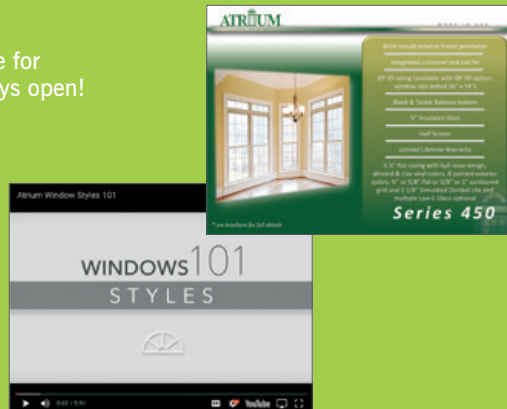
Learning Center

An extremely valuable window resource for everyone where window school is always open!

By engaging the senses – sight, motion and sound, we retain more information. With that in mind, we have developed the Atrium Learning Center. This section offers engaging and informative videos for the Atrium brand. The ever-expanding Atrium Learning Center has everything from product line information, informative videos, marketing support, sales presentation tips and much more.



Note: A more compact version of these PPT's can be found under the PowerPoint Presentations section and can be downloaded to your desktop.



- + Windows 101 Video Series
- + Your Atrium Program
- + Sales Training Video Series





accuQuote™

The AccuQuote Tool

An easy to use in-home quoting tool for the dealer or contractor to provide personalized, professional quotes to the homeowner. User guides and a download link for the tool are available under the Sales Support menu.

Window Wizard

Atrium's intuitive online quoting and ordering program. Offering 24/7 access, the Wizard allows Atrium associates to generate quotes, place orders, check order status – all in real time. Atrium customers may also access the Wizard to generate quotes with their retail margin already factored. Located under the Sales Support menu.



The First. The Fastest. The Easiest.

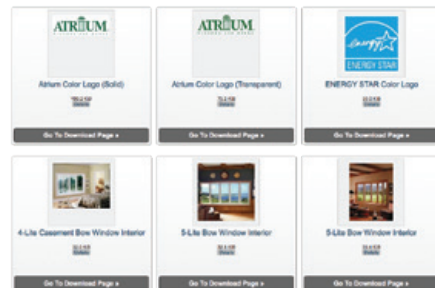
Product Specifications Booklet

For new construction products. This book provides architects and contractors the desired information necessary for designing and building homes. Information such as structural performance, egress width, window diagrams and much more is available at-a-glance. Located under the Product Specs menu.



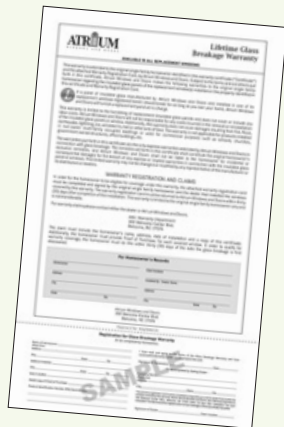
Graphics and Photos

Download high quality photos and logos for use in your customers' advertising. Located under the Marketing Support menu.



Warranties

Atrium offers the industry leading limited lifetime warranties. Warranties are available in PDF format under the Marketing Support menu.



Lead Generation

Door Hangers, Job Site Signs and much more!



Helpful Videos

See videos on troubleshooting and condensation issues. Located under the Video menu.

Under the Installation menu, there are also videos on installing windows (as well as written instructions).





Learn more about all the
Atrium Windows and Doors
products and services at:

www.atrium.com

Scan and
go straight to
our marketing
tools website.

