



# LogoCheck™



Your brand is a statement of who you are – and a strong logo is a first step in creating your brand image. CertainTeed graphic design professionals can create a unique logo, or enhance the one you have. We'll also provide logo placement suggestions for letterhead, business cards and other formats.

People engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand is therefore one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace.

### Benefits of good logo:

- ◆ Communicates your company message quickly and effectively
- ◆ Establishes brand name recognition of your company in prospects minds
- ◆ Another source of lead generation



Please contact your local CertainTeed distributor or your CertainTeed Territory Manager for more information.

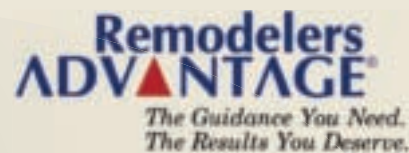


# Remodelers Advantage®

Business as usual rarely applies to the building or remodeling business. Every day brings new challenges and new opportunities. CertainTeed helps you fine-tune business skills through Remodelers Advantage, a third-party remodeler contractor business consulting group providing round-table facilitation and business education tools. It's a great opportunity for networking, peer consultation and learning.

For over thirty years, Remodelers Advantage has dedicated themselves to helping remodelers have better lives. As a result of this industry-exclusive research, they've compiled the strategies, tools and practices that you need to make an immediate difference in your business. Because they work with hundreds of remodeling companies, they're able to sift through many different programs created in many different styles to bring the best to you. Instead of coming from only one perspective, they're able to access the braintrust of the entire learning community and all of their knowledge to develop cutting edge, effective solutions for you:

- ◆ NETWORK with peers in your industry
- ◆ BRAINSTORM ideas to solve your problems
- ◆ WORK to help others using your experience
- ◆ LEARN using the online tools and resources available to you 24/7
- ◆ ONE-ON-ONE COACHING available from industry experts



For more information on Remodelers Advantage Program: Contact your CertainTeed distributor or CertainTeed Territory Manager for details or log onto: [www.remodelersadvantage.com/default.asp](http://www.remodelersadvantage.com/default.asp)