Owens Corning Roofing Platinum Preferred Contractors will be recognized with the following awards at the upcoming Platinum Conference, March 9-11, 2020, at the JW Marriott in Marco Island, Florida.

**2020 PLATINUM AWARDS**

- **TOP PERFORMER**
  - VOLUME
  - GROWTH
  - PLATINUM WARRANTY
  - MVP

- **COMMUNITY**
  - SAFETY
  - SUSTAINABILITY

- **SERVICE**
  - PRODUCT

- **EXCELLENCE**

**Nomination required by 1/31/2020**

**Service submission required by 12/31/2019**

**TOP PERFORMER**

- **VOLUME**: This award recognizes the top five (5) Owens Corning Roofing Platinum Preferred Contractors with the strongest overall Owens Corning roofing products purchase volume, as measured through invoice submittal volume.

- **GROWTH**: This award recognizes the top five (5) Owens Corning Roofing Platinum Preferred Contractors with the largest year-over-year growth in purchasing Owens Corning roofing squares. Eligible contractors will have been an Owens Corning Roofing Platinum Preferred Contractor for two consecutive complete years.

- **PLATINUM WARRANTY**: This award recognizes the top five (5) Owens Corning Roofing Platinum Protection Roofing System warranty registration volumes nationally, measured in number of roofs.

- **MVP**: This award recognizes the best overall performance in market leadership, business partnership, growth and sales and marketing practices. This award not dependent upon volume. One winner per Owens Corning Sales Region (12).
The Pinnacle Awards recognize exemplary performance and commitment to choices made within the past year that make the world a better place in three distinct categories: Community, Safety & Sustainability. These nomination-based awards align closely with Owens Corning’s Core Values and we want to applaud companies that not only show spirit within their businesses but extend it to the communities in which they live.

- Open to all Owens Corning Roofing Platinum Preferred Contractors enrolled prior to March 1, 2019.
- Nominations may be submitted via owenscorning.com/platinumawards by an Owens Corning Platinum Preferred Contractor or an Owens Corning ASM by Friday, January 31, 2020.
- Up to three (3) winners per category may be awarded.
- While contractors may submit nominations for multiple Pinnacle Awards, only one Pinnacle Award will be awarded to a contractor each year.

**COMMUNITY**

This award recognizes an Owens Corning Roofing Platinum Preferred Contractor who has acted consistent with Owens Corning’s spirit and values of giving back to the local community.

- **Nomination Detail:** Please describe actions taken in 2019 to support the local community through philanthropic endeavors and/or charitable efforts. Please include the impact efforts had to make a difference in the community.
- Winners are chosen by the Platinum Advisory Board and Owens Corning Sales Leadership.

**SAFETY**

This award recognizes a commitment to safety and advancement of safe practices on the jobsite, on the road, in the office and community.

- **Nomination Detail:** Please articulate a strong safety program and/or safety initiative implemented in 2019, which may consist of:
  - Employee engagement in safety, employee’s lead safety teams or programs
  - Driving Program
  - Ladder, Working from Heights, and Fall Protection Programs
  - How safety is managed through non-employees and subcontractors
- Winners chosen by Owens Corning Safety Leadership.

**SUSTAINABILITY**

This award recognizes Owens Corning Roofing Platinum Preferred Contractors who demonstrate ongoing commitment towards creating a business that contributes to the environmental health of our world through advancing the sustainability of their company’s operations, such as adopting energy efficient practices, reducing waste, advancing recycling, or other measures that help decrease its ecological footprint.

- **Nomination Detail:** Please articulate actions taken by the contractor throughout the current year to put their business on a path to sustainability that minimizes its impact on the environment. Nominations can include, but are not limited to, showcasing proactive efforts to incorporate green thinking into the company culture by minimizing the business impact on the environment; adapting process for resource efficiency; and ultimately increasing their handprint.
- Winners will be chosen by a panel consisting of Owens Corning Sustainability Leadership.
PRODUCT EXCELLENCE
Total protection is more than shingle deep. That’s why this award recognizes the best overall System Selling performance for America’s #1 most trusted and recognized roofing brand*. Recipients of this award have helped homeowners understand the benefit of a complete Owens Corning roofing system to protect their home.

• Open to all Owens Corning Roofing Platinum Preferred Contractors enrolled prior to March 1, 2019.
• Contractors may qualify for one of three award levels, as measured by accessory attachment rate (percentage of Owens Corning accessory products based on total submitted invoice dollars).
  - BRONZE 20% accessory attachment rate
  - SILVER 25% accessory attachment rate
  - GOLD 30% accessory attachment rate

SERVICE EXCELLENCE
This award recognizes excellence for providing a consistent, superior customer experience. Contractors may qualify for one of three award levels based upon average survey response and likely to recommend rates. Surveys are facilitated and measured through GuildQuality, which is an independent third-party organization that provides customer satisfaction surveys for building professionals.

• Open to all Owens Corning Roofing Platinum Preferred Contractors enrolled prior to March 1, 2019.
• Two main elements from the surveys will be used to evaluate winners:
  - RESPONSE RATE To give validity to the sample pool of customers and ensure that the sample is a relative picture of overall customer experience, we look at response rate - the percentage of surveys that are completed out of the total number sent. If the response rate is above 50%, you may qualify for the award.
  - RECOMMENDATION RATE Likeliness to recommend, or recommendation rate, is a measure of overall satisfaction and is indicative of the overall health and quality of a business. To qualify for this award, you must meet one of the following satisfaction levels:
    - BRONZE 80% likely to recommend rate
    - SILVER 85% likely to recommend rate
    - GOLD 90% likely to recommend rate

Criteria is determined by the following:
• A minimum survey sample of 30 Owens Corning projects installed in 2019.
• A minimum survey response of 50 percent or 100 completed responses is required to qualify.
• To opt in to participate: Please complete this customer list template to include thirty (30) Owens Corning projects installed within 2019. GuildQuality will conduct surveys from this list.
• Upload list to owenscorning.com/platinumawards by Tuesday, December 31, 2019.
• For contractors who sell and register extended warranties and have completed thirty (30) extended warranty projects by December 31, 2019, you will automatically be opted into this award. These registered warranties are already subject to a GuildQuality customer survey as a standard benefit of being an Owens Corning Roofing Platinum Preferred Contractor.
• Inspections: As part of the standard Quality Assurance Initiative, any inspections completed in 2019 that resulted in required repairs, must have all applicable repairs completed within 90 days.

*2018 Roofing Homeowner Brand Awareness Survey by Owens Corning and Asphalt, LLC. © 2019 Owens Corning. All Rights Reserved.