



PRODUCTS & SERVICES

BEST **SUPPORT**

BEST **BRAND**

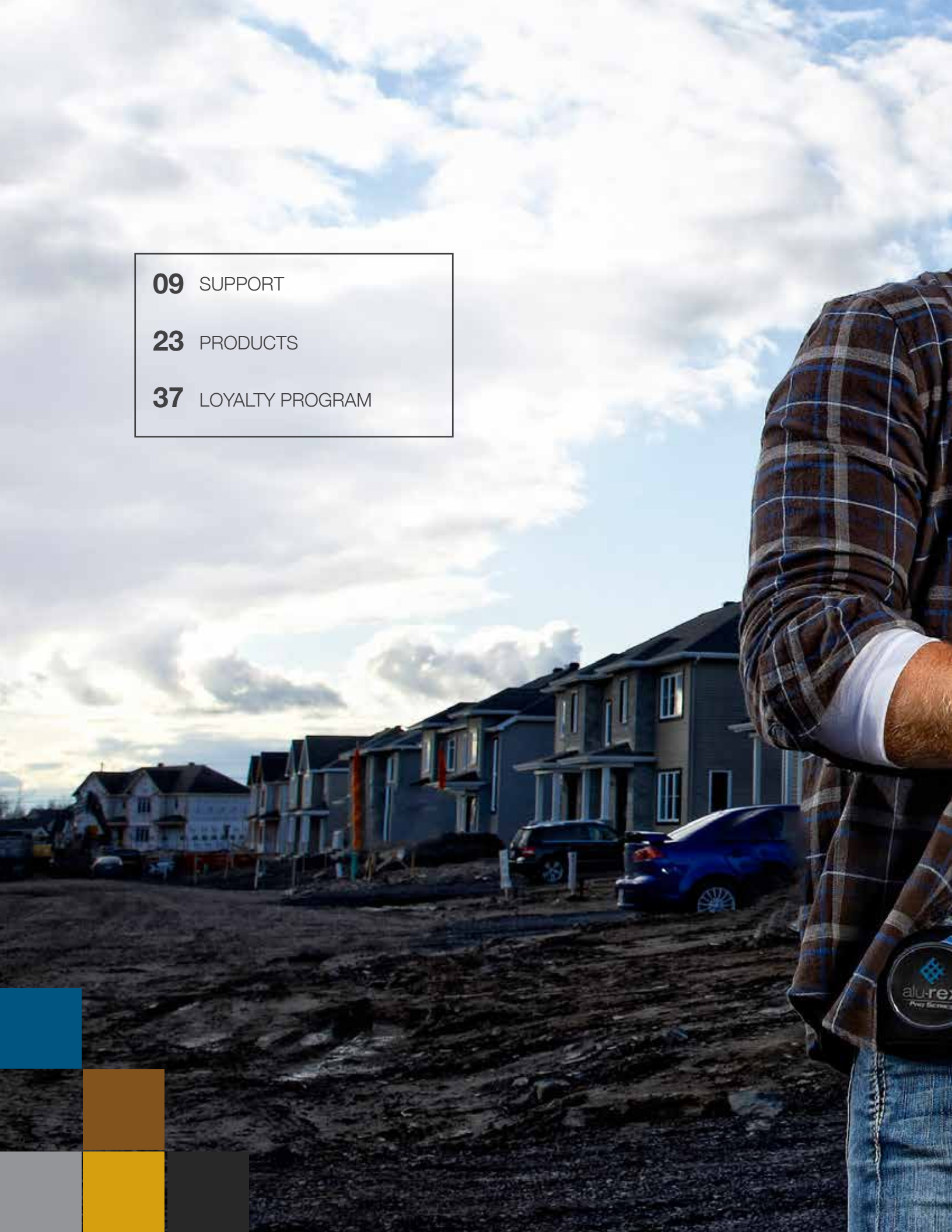
BEST **WARRANTY**

BEST **PRODUCTS**

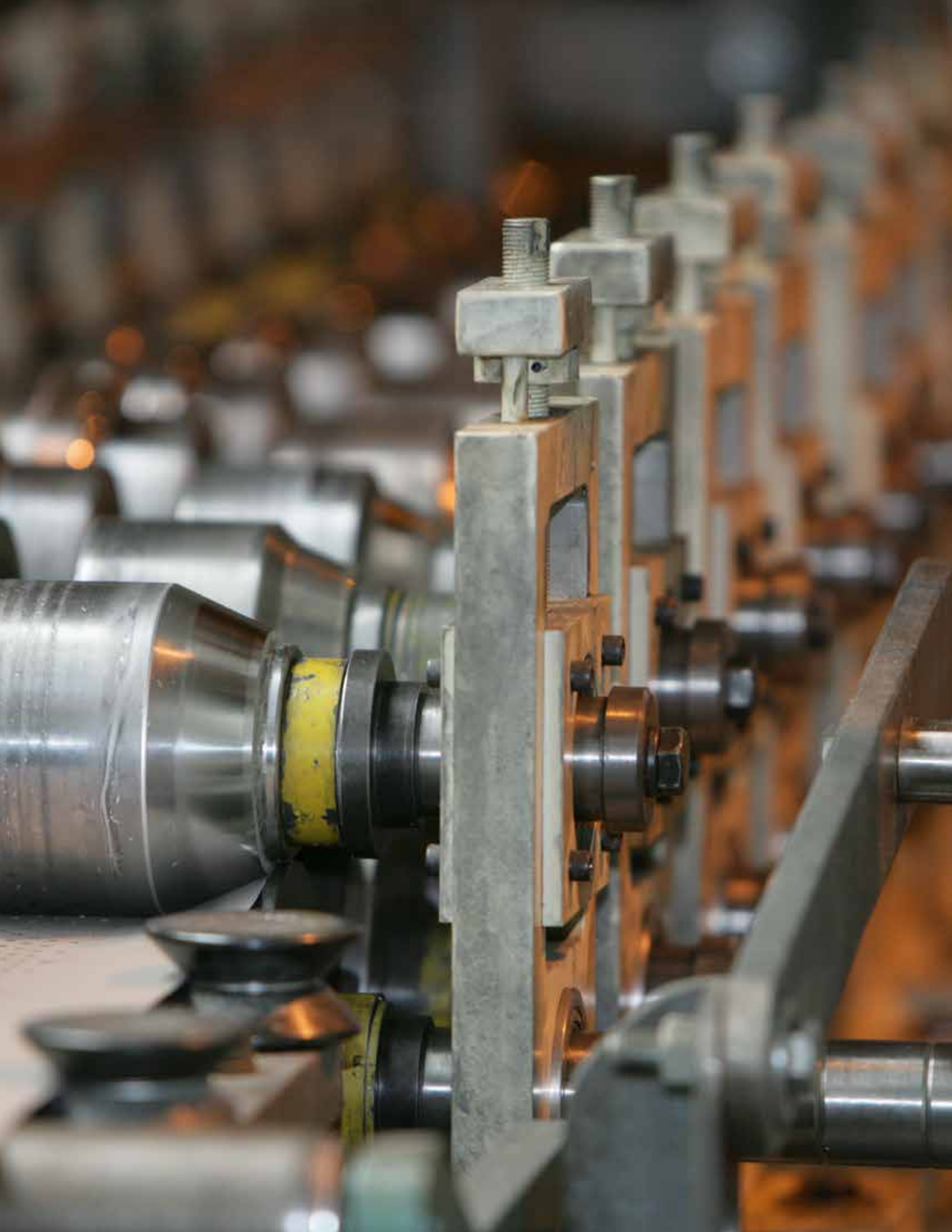
09 SUPPORT

23 PRODUCTS

37 LOYALTY PROGRAM



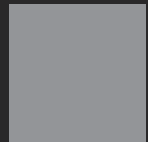
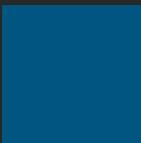




ABOUT US

AN INNOVATIVE MANUFACTURING COMPANY

- Founded by professionals with in-depth industry knowledge and more than 30 years' experience in the business;
- The dynamic, multidisciplinary team, has carved out a position as an industry leader;
- The products are high quality and the marketing methods are innovative;
- All the employees work together to make things run smoothly for installers;
- The objective is to help homeowners resolve their gutter problems quickly and efficiently.





THIS SECTION EXPLAINS:

- > The sales team
- > The extranet
- > The co-op advertising program
- > The company pages
- > The sales tools
- > The Alu-Rex warranty

CUSTOMIZED SUPPORT

Let the Alu-Rex team give you a hand! Take advantage of our complete range of tools to bolster our marketing campaigns and effectively promote your business.

Working in partnership with you, we can help you increase your sales, promote Alu-Rex products and the other services you offer.



SALES TEAM

ANYWHERE IN CANADA, WE'RE THERE TO HELP YOU

- Tips on sales and installation
- Technical support
- Sales tools
- Tips and marketing support

CONTACT US FOR MORE INFORMATION ON HOW TO REACH YOUR REPRESENTATIVE

- Telephone: 1-855-5-ALU-REX
- Email: contact@alu-rex.com
- Under the "Sales Team" tab of the extranet: alu-rex.com/pro-series





EXTRANET

A FEW CLICS TO GET SUPPORT

alu-rex.com/pro-series

ALU-REX SUPPORT

- Alu-Rex sales team;
- Complete warranty;
- Co-op advertising program;
- Mobile tools available anywhere;
- Leaflets and flyers available;
- Web page templates;
- Products' installation information;
- Fact sheets;
- Photos and logos available for download;
- Videos;
- Trade shows displays provided;
- And much more.

LOYALTY PROGRAM

- Program details;
- Information on your account;
- Points balance;
- Place to enter codes;
- Rewards available;
- PDF guide of the rewards;
- Terms and conditions of the program.

NEWS

Access to the Alu-Rex news and novelties. This is the section to log into to know of what's happening!

The extranet is also a mobile tool available at all time from anywhere...

ACCESS TO THE ALU-REX PRO SERIES EXTRANET

- **GO TO THE WWW.ALU-REX.COM/PRO-SERIES**
- **FOLLOW THE ON-SCREEN INSTRUCTIONS**



USE THE MOBILE VERSION

**WHEREVER YOU ARE, YOU CAN NOW USE
YOUR SMARTPHONE OR TABLET TO ACCESS
THE EXTRANET.**

- Send documents (warranty, videos, brochure) to clients via email
- Show the T-Rex and Gutter Clean System videos
- Register your points for the Loyalty Program
- And so much more!



CO-OP ADVERTISING PROGRAM

TRANSFORM PAST SALES INTO FUTURE MARKETING TOOLS

With our fabulous reward system, you get even more for your points. Rack them up and redeem them in exchange for a helping hand with your Alu-Rex promotional efforts, including newspaper or radio ads, customized brochures, truck lettering, or personalized order forms featuring Alu-Rex products.

To calculate the value of your points, you usually divide the number of points by 35. But for the co-op program, you can divide by 25 to calculate the value. That means more value for your points!

1 coupon is worth \$14 in advertising (or \$10 in gift cards).

HOW IT WORKS

1. Create your ad
2. Get it approved at marketing@alu-rex.com ;
3. Send us your bill (by fax, email or post) ;
4. Get a cheque!

WHAT WE OFFER

Visit the support section of the extranet or contact us (1-855-5-ALU-REX or contact@alu-rex.com) to get what you need. Here's what we can provide:

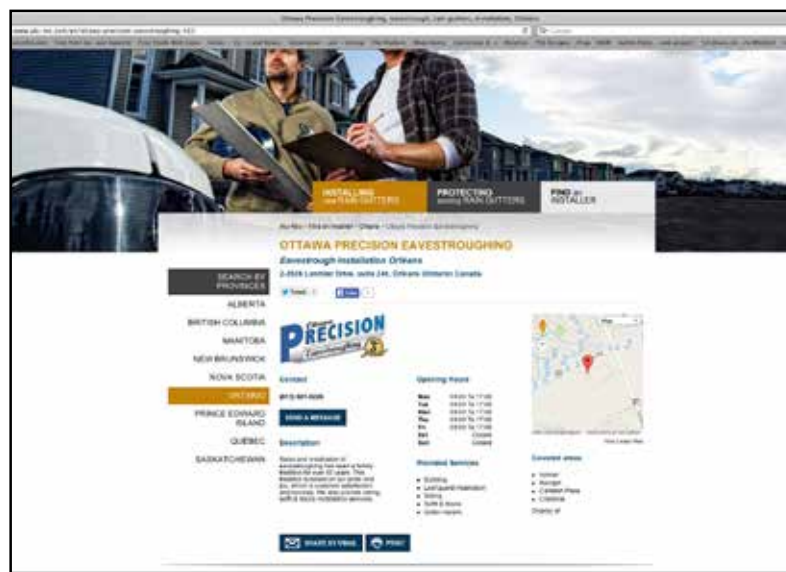
- Logos
- Outside pictures
- Product photos
- Web content and templates
- Videos



A PAGE WHICH ADDS VALUE TO YOUR BUSINESS

Thanks to Alu-Rex's new company pages, your business can now shine as bright as day on our website. Once you've claimed your company page, clients who visit our website can learn more about your own company under the "Find an installer" tab.

All you need to do is fill out a quick form, which you can find at www.alu-rex.com/page-cie, and you'll get your very own company page on our website! It's a quick and easy way to promote your business on the Alu-Rex website.





SALES TOOLS

THE RIGHT TOOLS TO HELP YOU

We've got a complete range of sales tools to help you advise your customers and back up your sales presentation, including literature, samples and much more. And don't forget to check out our "Co-op Advertising Program" section (see page 15) for customized promotional material.



PRO SERIES FLYER

- > Presents the two Alu-Rex Pro Series lines: The Gutter Clean System® and T-Rex®
- > Shows the advantages and benefits of each product
- > Contains a QR code to access the T-Rex video



ALU-REX WARRANTY

- > Provide your clients with an overview of the warranty
- > Give them a hard copy for their records



BROCHURE FOR PROPERTY MANAGERS

- > Presents the two Alu-Rex Pro Series lines: The Gutter Clean System and the T-Rex
- > Designed for property managers
- > Explains the long-term maintenance cost savings and product benefits



MOBILE TOOLS

- > Access the extranet from your smartphone or tablet with our mobile website
- > Use your extranet access to email your clients brochures, warranties and links to alu-rex.com
- > Enter your loyalty codes from any location
- > Visit www.alu-rex.com/pro-series to gain access



SAMPLES

- > Have a sample with you when you visit customers to show them the products
- > Lets your customers touch and see the various Alu-Rex products

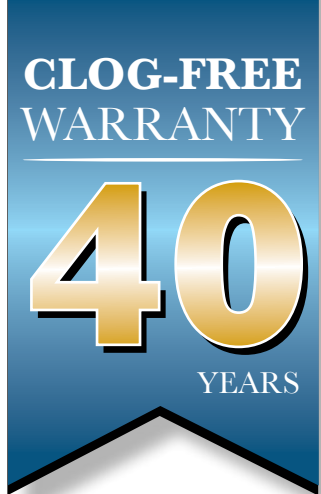


TRADE SHOW DISPLAY

- > Catches the eye of show attendees
- > Shows how useful and efficient Alu-Rex products are
- > Free with some conditions
- > Roll-ups and stickers for water display also available







A 40 YEAR WARRANTY FOR A PRODUCT THAT'S WORRY-FREE

Alu-Rex offers you the best warranty on the market—40 years and no clogging! It's your guarantee of a quality product that requires minimal maintenance, which means you won't be spending time on service calls. And it's a guarantee of peace of mind for your customers—an assurance that their Alu-Rex products will be worry-free for years to come. Furthermore, your rep will help you in case of reclamation.

WHAT'S INCLUDED

- Warranty on materials: Alu-Rex products will remain in good condition.
- Warranty on performance: the gutters won't clog.
- Non-prorated: the warranty does not decrease for a period of 40 years.
- See the complete warranty for all details.

LIMITATIONS

- Coniferous zone: for the warranty to be valid in these areas, you must install downspouts measuring at least 9" square inches opening and downspouts.
- Maintenance: it is sometimes necessary to manually sweep out debris from areas where the wind cannot reach. However, accumulation of debris will not lessen product performance.
- Sturdiness, ice and snow: our products increase gutter sturdiness and protect from snow and ice. These elements are not, however, covered by the warranty.

YOU CAN TRUST OUR PRODUCTS TO GET THE JOB DONE

- Over 10 years in the business and 150 million feet sold throughout the world.
- Designed to stay in place year after year.
- The best warranty on the market



THIS SECTION EXPLAINS:

- > The key advantages and benefits
- > The technical documentation
- > The important sales tips



EFFECTIVENESS, DURABILITY AND QUALITY

Alu-Rex has the right product for all your customer needs.

Whether you're installing new eavestroughs or adding leaf guards to an existing system, our T-Rex® and Gutter Clean System® products are both easy to sell and install.

PROBLEMS AND SOLUTIONS

LEAVES AND DEBRIS

When eavestroughs get clogged by debris, water not only accumulates, it seeps into your residence or falls directly into the soil. Thereby increasing the likelihood of water infiltration in the roof and foundations.



Alu-Rex products prevent leaves from clogging rain gutters and let water flow efficiently and quickly.



SNOW AND ICE

Gutters clogged by snow and ice are not functional in the winter time. During heavy rains or the spring thaw, water will penetrate the residence if it can't flow efficiently inside the gutter.



During the spring thaw, water will flow efficiently as snow and ice will have remained on top of the leaf guard. Moreover, the eavestrough will not suffer the consequences of freeze/thaw activity.





UNRELIABLE PRODUCTS

Some brands of unreliable gutter protection have large holes that let debris get through.



The Alu-Rex products, in over 10 years, have been installed on millions of homes and are guaranteed against clogging.



VERMIN


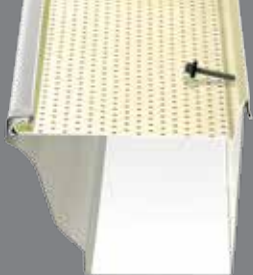
Standing water inside eavestroughs tend to attract insects and lead to their proliferation, which will in turn attract rodents and other types of vermin.



Thanks to our T-Rex or Gutter Clean System leaf guards, leaves and debris won't clog your rain gutters. As a result, there won't be any standing water or insects in your eavestroughs.



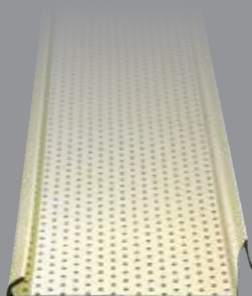
THE 2 ALU-REX LINES AT A GLANCE

	gutterclean®	torrex®
		
Installs over existing gutters	✓	
For new gutters		✓
Strengthens gutters so they can support 250 lb per linear foot		✓
Fastens gutters to the house		✓
Replaces spikes and hangers		✓
Protects gutters from leaves and debris	✓	✓
Can handle 29.7" (755 mm) of water per hour	✓	✓
Reduces problems with ice and snow	✓	✓
40 year warranty	✓	✓

PRODUCTS FOR NEW RAIN GUTTERS

t[®]rex[®]

M-5200



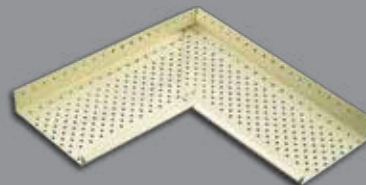
- Replaces spikes and hangers
- Strengthens the gutter

Water Deflectors



- Included in inside corners' boxes
- White only
- Thickness 0,0185"
- 30 pieces per ctn

Corners



Outside

- OC-5200 (5")
- OC-6200 (6")

Inside

- IC-5200 (5")
- IC-6200 (6")

- Aluminum
- Gold backer
- Thickness 0,017"
- 20 pieces per ctn.

To order

T-Rex

300 screws included
Aluminum
Gold backer
Thickness 0,017"
Length 7,5'

M-5200 (5")

48 pcs per ctn
360' per ctn
Ctn: 90" x 11" x 7" 56 lb
20 ctns per skid (7 200')
Skid: 7,5' x 4' 1120 lb

M-6200 (6")

34 pcs per ctn
255' per ctn
Ctn: 90" x 13" x 7" 48 lb
18 ctns per skid (4 590')
Skid: 7,5' x 4' 864 lb

Accessories



Screws

Gray
Zinc
Bag of 100 screws
10 1-1/2 screw
Head hex 1/4"
Rubber Washer



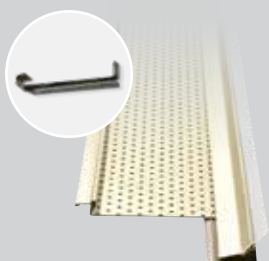
Bits

6" long
Head hex 1/4"
Magnetic

PRODUCTS FOR EXISTING RAIN GUTTERS

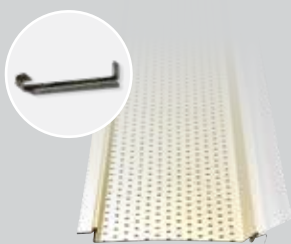
gutterclean®
SYSTEMS

M-5100



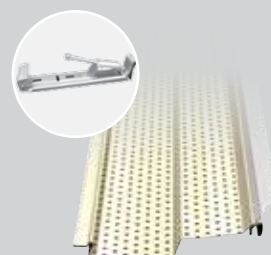
- Adjustable back section for difficult installations
- Adjustable for 4" gutters

M-5300



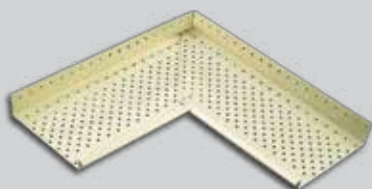
- The traditional choice, suitable for most installations

M-53ZIP



- Allows you to install on screw-on hangers

Corners



Outside

- OC-5200 (5")
- OC-6200 (6")

Inside

- IC-5200 (5")
- IC-6200 (6")

- Aluminum
- Gold backer
- Thickness 0,017"
- 20 pieces per ctn

Water Deflectors



- Included in inside corners' boxes
- White only
- Thickness 0,0185"
- 30 pieces per ctn

To order

Gutter Clean System

Thickness 0,017"

M-5100 (5'')

Aluminum

Gold backer

Length 7,44'

43 pcs per ctn

320' per ctn

Ctn: 90" x 13" x 3" 46 lb

30 ctns per skid (9 600')

Skid: 7,5' x 4' 1380 lb

M-6100 (6'')

Aluminum

Gold backer

Length 7,44'

43 pcs per ctn

320' per ctn

Ctn: 90" x 14" x 3" 53 lb

30 ctns per skid (9 600')

Skid: 7,5' x 4' 1 590 lb

MC-5100 (5'')

Copper

100 screws included

Length 7.5'

16 pcs per ctn

120' per ctn

Ctn: 90" x 7" x 3" 51 lb

35 ctns per skid (4 200')

Skid: 7,5' x 4' 1785 lb

MC-6100 (6'')

Copper

100 screws included

Length 7.5'

16 pcs per ctn

120' per ctn

Ctn: 90" x 7" x 3" 68 lb

35 ctns per skid (4 200')

Skid: 7,5' x 4' 2380 lb

M-5300 (5'')

Aluminum

Gold backer

Length 7,44'

43 pcs per ctn

320' per ctn

Ctn: 90" x 12" x 5" 42 lb

24 ctns per skid (7 680')

Skid: 7,5' x 4' 1008 lb

M-6300 (6'')

Aluminum

Gold backer

Length 7,44'

43 pcs per ctn

320' per ctn

Ctn: 90" x 13" x 6" 52 lb

18 ctns per skid (5 760')

Skid: 7,5' x 4' 936 lb

M-53ZIP (5'')

Aluminum

Gold backer

Length 7,44'

43 pcs per ctn

320' per ctn

Ctn: 90" x 12" x 6" 52 lb

24 ctns per skid (7 680')

Skid: 7,5' x 4' 1248 lb



Technical Sheet

Perforations alu[®]peri^{MC}

- The perfect balance between maximum drainage and debris protection.
- Drains 29.7" (754 mm) of water per hour.
- Perforations measure 7/64" (2.8 mm).

Technologie roll@back^{MC}

- Keeps water from overflowing even when heavy rain flows down from the roof.

Technologie winter[®]shield^{MC}

- Prevents damage caused by ice and snow.
- Will not rust.
- Will not warp.
- Aluminum 100% recycled and recyclable.



Overlap

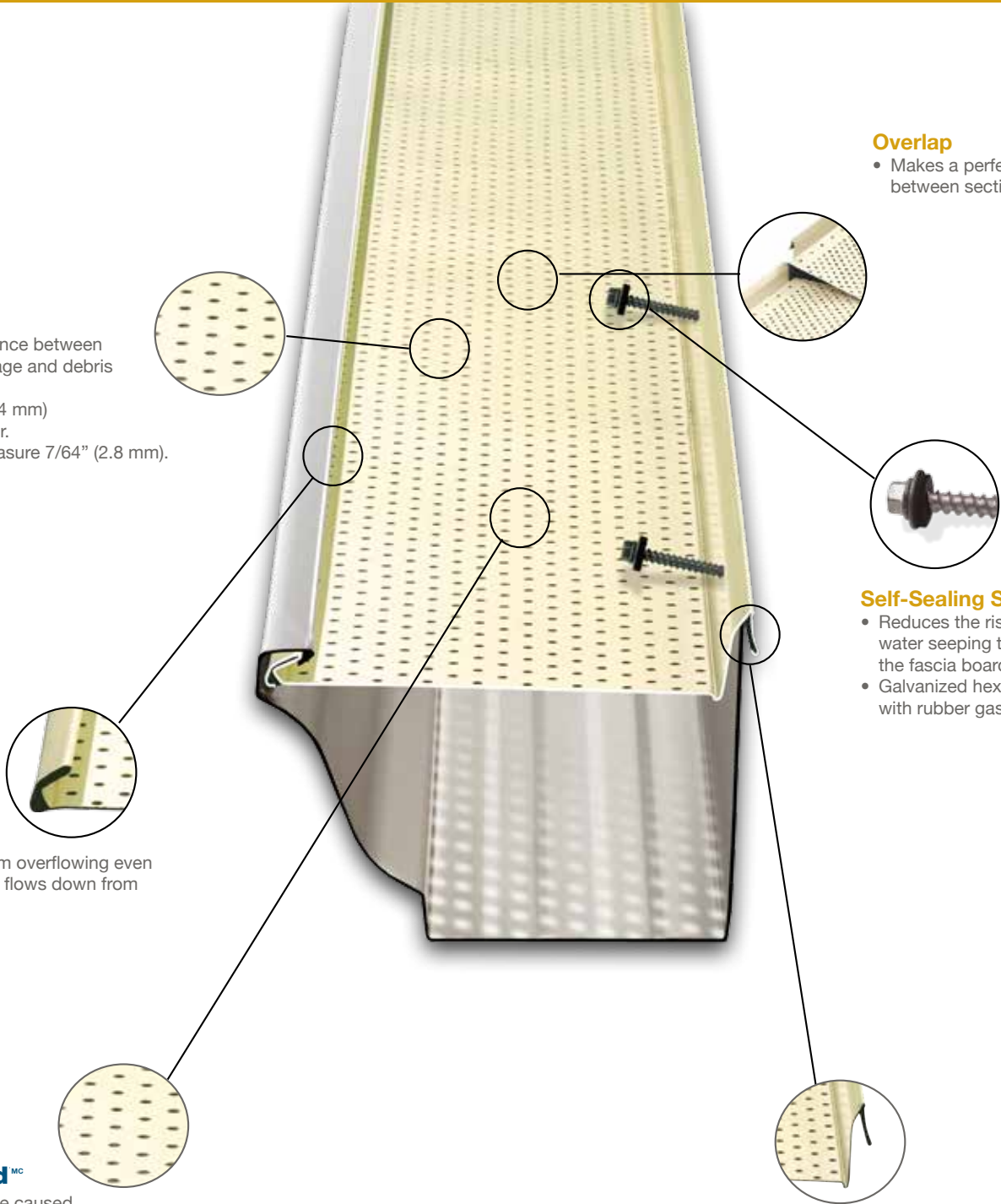
- Makes a perfect seal between sections.

Self-Sealing Screw

- Reduces the risk of water seeping through the fascia board.
- Galvanized hex screw with rubber gasket.

Continuous Rear Flap

- Fastens and seals the back of the rain gutter.



gutter◊clean^{SYSTEM}®

Technical Sheet

Perforations alu◊perf^{MC}

- The perfect balance between maximum drainage and debris protection.
- Drains 29.7" (754 mm) of water per hour.
- Perforations measure 7/64" (2.8 mm).

Technologie roll@back^{MC}

- Keeps water from overflowing even when heavy rain flows down from the roof.

Technologie winter◊shield^{MC}

- Prevents damage caused by ice and snow.
- Made of 0.017" aluminum.
- Will not rust.
- Will not warp.
- Aluminum 100% recycled and recyclable.



Overlap

- Makes a perfect seal between sections.

Technologie flex◊seal^{MC}

- Seals the back of the eavestrough/gutter tightly.
- U.V. rays and temperature variations resistant.
- Recyclable.



T-REX CONTINUOUS HANGER



FOR DURABLE EAVESTROUGHS WITH NO DEBRIS

The T-Rex is much more than a mere leaf guard! It's also a continuous hanger that acts as a standard fastening system.

Unlike installation procedures with spikes or hangers that leave gutters open and weak, eavestroughs installed with the T-Rex continuous hanger are sturdy, seamless, and protected from leaves, debris, snow and ice.

BENEFITS FOR INSTALLERS

- Installation performed faster than with spikes or hangers followed by installation of the leaf guard
- Efficient product that can be trusted and which requires very little after-sale support
- Reliable product that has been installed on more than one million residences
- 40-year no-clog warranty
- After-sale support provided by a team spread across the Canadian territory



SALES TIPS



1. Include Alu-Rex products in all your rain gutter estimates

- On all estimates, make a price with spikes/hangers and a price with the T-Rex.
- Don't assume your customers can't afford them, don't want them or don't need them.
- At the bottom of the estimate, include our website address so your customers can learn about Alu-Rex products.



2. Include leaf guards in your other project estimates

- Offer leaf guards with all your contracts (roof replacement, siding, windows, etc.).
- They're even easier to install when your ladders and scaffolding are already in place.



3. Advertise in the neighborhood

- After each installation, distribute leaflets and door hangers. This is a simple but effective way to multiply your potential customers.
- It's also an easy way to reach more potential customers when working on a contract or providing an estimate.



4. Show the video

- Go to Alu-Rex.com or our YouTube channel, or use the Alu-Rex mobile app on your tablet or smart-phone.
- Let the videos convince your customers!



5. Explain the Alu-Rex warranty to customers

- Highlight that the Alu-Rex 40 year warranty is a guarantee of quality.
- Give your customers a copy of the full warranty for their files.



6. Call your sales rep

- Call on our dedicated and efficient sales team for:
 - Advice on sales and installation
 - Technical support
 - Sales tools
 - Promotional material



THIS SECTION EXPLAINS:

- > The Alu-Rex clothing line
- > The rewards

HOW IT WORKS

ACCUMULATE POINTS

Buy Alu-Rex products

Keep the promotional coupon you find in the box

REGISTER YOUR POINTS

Register your points in the “Enter a code” section in the extranet

CHECK YOUR BALANCE

Consult the “Balance” section

USE YOUR POINTS

Consult the “Rewards” section

INSTALL, ACCUMULATE, BENEFIT!

The Alu-Rex loyalty program is the fast and easy way to earn rewards on your Alu-Rex purchases.

Each box of Alu-Rex Pro Series products is worth points you can accumulate, then redeem for rewards.

Whether you want a gift card, co-op publicity, Alu-Rex clothing, a box of products or even marketing material, we have rewards for every taste!

ALU-REX PRO SERIES CLOTHING LINE

38





Number of boxes to install to get it free.

* Subject to change without notice
* Visit the extranet for complete terms & conditions



Hoodie
1,750 points



Tuque
500 points



Cap
700 points



T-shirt
700 points



T-shirt
700 points



T-shirt
700 points



Jacket
2,500 points



Winter Coat
4,800 points

REWARDS

40



Box of products
14,000 points

36



DeWalt drill
12,500 points

36



Makita drill
12,500 points

21



DeWalt radio
7,500 points

21



Bosch radio
7,500 points

7



Magnetic bits
2,500 points

15



Trade show roll-up
5,000 points

2

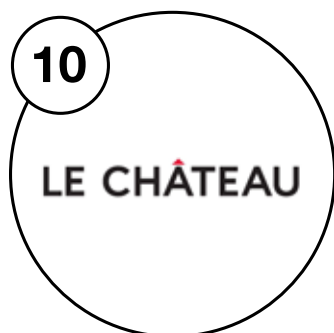


Sticker for water display
500 points

10



\$100 gift card
3,500 points



\$100 gift card
3,500 points



\$100 gift card
3,500 points



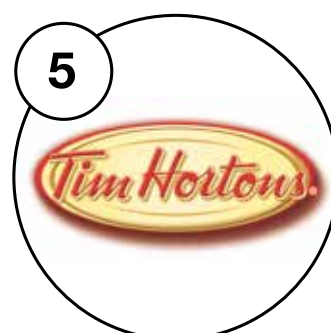
\$100 gift card
3,500 points



\$100 gift card
3,500 points



\$100 gift card
3,500 points



\$50 Tim Horton gift card
1,750 points



\$ 100 = 2 500 points
Co-op advertising
SEE PAGE 15



Truck wrap
SEE PAGE 15



Personalized brochure
SEE PAGE 15

SUPPORT

AN EXTENSION OF YOUR TEAM

PRODUCTS

THE ULTIMATE COMBINATION OF EFFECTIVENESS,
DURABILITY AND QUALITY

REWARDS

THE BEST WAY TO BENEFIT EVEN MORE
FROM YOUR SALES



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