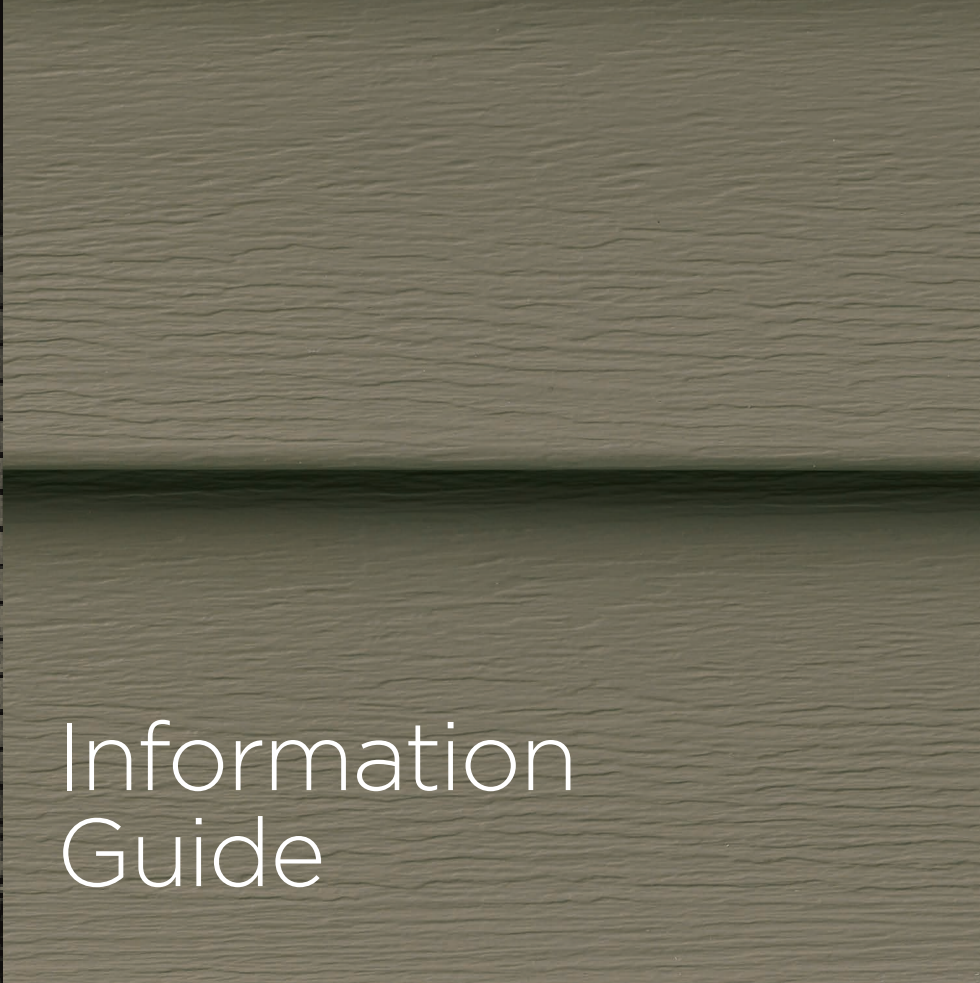
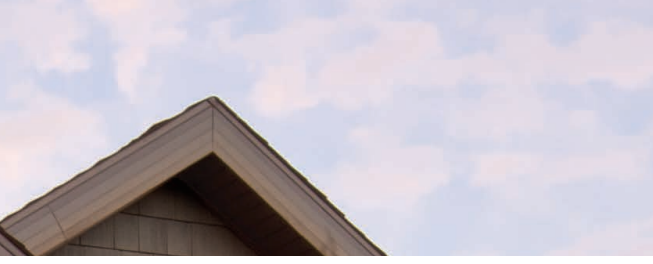




PERFORMANCE
COLLECTION



Information
Guide



PERFORMANCE
COLLECTION



It's all in a name

The name, Ply Gem Performance Collection, connects us with a broad audience while communicating that our products offer high functionality and beauty.

Performance is a key attribute for homeowners. The majority of purchases happen after existing cladding has failed to perform. Homeowners look to products and pros for solutions that meet their needs and provide long-term peace of mind.

Collection refers not only to the wide range of available options but also to the beauty and thoughtful design of existing and new products. Our customers need dependable quality and practical solutions, but they also want to love the appearance of their finished home. We give them all of the above in one beautifully coordinated collection.

The Ply Gem Performance Collection makes it easy for you to accomplish stylish, low-maintenance curb-appeal to last a lifetime.

THE POWER OF PLY GEM



WE'RE WHERE YOU NEED US.

Maximize operations, save time and lower logistics costs through Ply Gem's state-of-the-art manufacturing and supply network backed by 30 US manufacturing locations, and 31 Canadian distribution centers.

STABLE AND EFFICIENT.

Enjoy the efficiencies and confidence that comes from our financial stability and purchasing power - Ply Gem is a publically traded company with \$2.0 billion in annual sales.

IT BEGINS WITH OUR PEOPLE.

Get support at every stage of the manufacturing life-cycle with products and services backed by Ply Gem's dynamic and highly skilled workforce of 9,000 associates.

WE'VE BEEN THROUGH IT ALL.

Serve your customers confidently with cutting edge products backed by Ply Gem's 75-year heritage in building products innovation and industry-leading warranties.

AND WE'RE STILL GROWING.

You're looking for the products and services for a new generation. So Ply Gem is continuing to create new products and services for our customers. As a result, we're not only one of the largest in the industry -- we're also one of the fastest growing.

The logo lockup is the Ply Gem logo coupled with the stylized “Performance Collection” word mark. The impact of the Ply Gem Performance Collection logo lockup relies heavily upon its clear area, size and colors. The following standards will help you use the lockup effectively. The full lockup is required on all marketing communications, advertising, sales collateral and internal brand communications.

Inline lockup – PRIMARY



Stacked lockup – SECONDARY



Clear area

A clear area equal to the height of the letter “e” in the logo type should be maintained around the logo lockup.



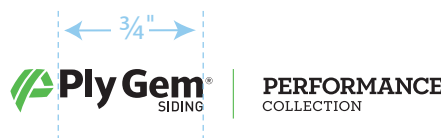
Restricted use

The reversed logo can only be used in certain situations and must be pre-approved.



Minimum lockup size

The minimum size of the Ply Gem logo element in all lockups is 3/4" as shown.



Approved colors

Use only approved colors to reproduce the Ply Gem Performance Collection lockup.

Ply Gem Green

Pantone Matching System: PMS 361
Process Build: C: 67%, M: 0%, Y: 94%, K: 0%
Hex: #43b02a

Black

Process Build: C: 0%, M: 0%, Y: 0%, K: 100%
Hex: #000000

Dos and Don'ts

- **Do** use only official Ply Gem art files.
- **Do** follow the above guidelines regarding clear space, minimum size and approved colors.
- **Don't** adjust the proportions, color, fonts or composition of the logo lockup.
- **Don't** skew or crop out elements of the logo lockup.
- **Don't** place the logo lockup on a background that diminishes legibility.