

GE SILICONE – STORE VISIT PRIORITIES

THE HOME DEPOT

First priority - Relationship Building. Always check in at the customer service desk and let them know you are there to service GE Silicone. Introduce yourself to each associate in the paint department, especially the Dept Head. Let them know you're in the store to help them – you're going to down stock, cross merchandise and train anyone that needs it. Basically, your job is to help them sell more GE Silicone – make certain everyone knows that's your mission. Over a period of time you'll get to know them, and they will get to know you. When the associates know you and like you, they will naturally want to help sell more of the product you work with. That's a win win!

Second priority – Train the Associates. You're going to need to train (also called PK for “product knowledge”) anyone and everyone you can, not just in the paint department but in plumbing, millwork, electrical – everywhere they may sell caulk. You have training materials that will guide you through the features and benefits of GE Silicone and what makes it different than the other products in the caulk bays. As you talk about the products more and more you'll know what questions to expect and how to answer them. PK's should be fun – the store associates want to sound smart to their customers; you can help them do that. Here are a few quick reminders you always want to review:

- Want to do the job one time only? GE Silicone is the best product on the market!
- Won't shrink or discolor over time
- Waterproof – water can't penetrate silicone
- Flexible – won't harden or crack over time
- Remains air tight and crack proof – won't have to redo the project again
- Lifetime warranty

Third priority – Cross Merchandise the Store. Cross merchandising GE Silicone is one of the most important tasks you will complete in each visit. What is cross merchandising to begin with? Simply placing additional caulk near products that will require them will significantly increase sales. Think about a grocery store – ever notice they stock dips and salsa near the potato chips? Or hot dog rolls near the hot dogs? Think that's a coincidence? No way – it's planned just like we plan to have GE Silicone placed near sinks, doors and windows. You should fill a shopping cart with clear and white Silicone II then walk the store filling up the cross merchandising racks you'll see in plumbing, kitchens, doors and windows and other locations throughout the store. You have a MAP showing which product goes where – bring some squeeze tubes with you and use clip strips to place additional product in appropriate locations in the store as well – and remember to do a quick PK with the associates you meet in the process! Don't forget to take before and after pictures of your successes – if you get a new placement, send in the pictures with your report – we'll share them with our client!

Final priority – Stock the Shelves. Simply put, we can't sell product if it isn't on the shelf – it's that simple. You should review the POG to see if there is any missing product – chances are there will be some holes that were filled with the wrong product and we're losing sales because of it. Grab a rolling ladder, bring down any GE Silicone from the overhead and stock the shelves as much as possible – just remember the new product goes behind the existing product; we want to sell the older product first. Remember in the Lowes stores, the GE Silicone boxes should be placed so the box is four facings wide, not three. Also in Lowes, remember to look for the quarter pallet displays in the aisle with sinks and the aisle with doors; these should be placed at the front of the aisle for the best visibility to the shoppers. At any store you visit, if there are holes (missing product) in the set after you work the POG, talk to the Dept Head or Manager on duty. Have them check the computer on hands - correct them as needed and get suggested orders placed. Again, our job is to help the stores sell more GE Silicone – if they don't have it on the floor, they can't sell it!

Good luck in your stores – let us know any issues and what kind of successes you're having out there!



GE Product Positioning

GE Groov - Tough on the Job, Easy on You. Never before has caulk worked so well and been so easy to use -Combines the performance of Silicone and Acrylic - Performs and LASTS like Silicone, Easy to use and PAINT like Acrylic. Proprietary GE chemistry. Product should be positioned and advertised along with 'best' products. Launched June 2010.

Key Features:

Tough on the job like Silicone

- Keeps water out to protect from water damage
- Seals gaps to save energy dollars for the long haul
- Withstands all weather conditions
- 5 year mold-free protection

Easy on you like Acrylic (and it is Paintable)

- Easy to apply- even for first time users
- Less mess and frustration - not too sticky, stringy or runny
- Applies smooth and clean - anyone can get professional results

No more long waits

- 30 minute paint-ready
- 1 hour shower-/rain- ready
- Applies in hot, cold or wet weather - won't delay the project

Will never, ever, ever, ever breakdown

- Will not shrink crack or crumble over time
- Permanently waterproof and weatherproof



Kitchen/ Bath/ Plumbing

SKU - 792-604 White THD Retail \$7.97

Certifications:

- Eco Options Certified (Clean Air/ Low VOC)
- NAHB Green Certified

Recommended For:

- Mold & Mildew Protection
- All painting applications that will be exposed to water
- Add on for premium & low VOC paint promotions
- Paint Promotions surrounding Earth Day, Eco Options, Spring Spruce Up

Interior/ Exterior

SKU - 792-637 White THD Retail \$7.97

Certifications:

- Eco Options Certified - Home Sealing, Clean Air (Low VOC)
- NAHB Green Certified

Recommended For:

- Weatherization/ Air Sealing
- All painting applications that will be exposed to water
- Add on for premium & low VOC paint promotions
- Paint Promotions surrounding Earth Day, Eco Options, Spring Spruce Up

GE K/B & W/D Supreme - Formulated to offer consumers category leading benefits. Product should be positioned and advertised along with 'best' products.

K/B Supreme

SKUs 942-324 White THD Retail \$7.97
921-854 Clear THD Retail \$7.97

Key Features:

The ONLY 1 hour shower-ready caulk with 10 year mold-free product protection

1 HR SHOWER-READY

- Builds strength and adhesion fast
- Won't wash away when hit by water
- Increases speed, convenience and efficiency
- Won't delay use of the bathroom

10 YR MOLD FREE PRODUCT PROTECTION

- Withstands exposure to water and humidity
- Cured caulk protects against mold and mildew, an unsightly problem in the home which can also pose health issues
- Keeps cured caulk mold- and mildew- free ten years, with regular cleaning

Additional Features:

- 100% Silicone
- Permanently Waterproof - silicone is impervious to water, meaning water can't penetrate it and will never
- Will not shrink, crack or crumble over time

Certifications:

- Eco Options Certified (Clean Air/ Low VOC)
- NAHB Research Center Green Approved

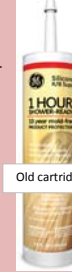
Recommended For:

- Mold & Mildew Protection
- Spring Spruce Up
- Kitchen & Bath projects

Product is not paintable



New Cartridge - hitting stores July '11



Old cartridge

W/D Supreme - Launched June 2010

SKUs 317-656 White THD Retail \$7.97
318-159 Clear THD Retail \$7.97

Key Features:

The ONLY 1 hour rain-ready caulk with 2x the stretch.

2x STRETCH

- Withstands extreme expansion or contraction that can
- +/- 50% joint movement helps keep caulk from tearing or pulling away from joint. *important for homeowners
- Helps prevent gaps where air and water can seep through

1 HR RAIN-READY

- Builds strength and adhesion fast
- Won't wash away when hit by rain
- Increases speed, convenience and efficiency
- Won't delay the project if rain is in the forecast

Additional Features:

- 100% Silicone
- Permanently Weatherproof - withstands all weather conditions, remains permanently waterproof and flexible
- Will not shrink, crack or crumble over time

Certifications:

- Eco Options Certified - Home Sealing, Clean Air (Low VOC)
- NAHB Research Center Green Approved

Recommended For:

- Weatherization/ Air Sealing
- Earth Day
- Eco Options
- Spring Spruce Up

Product is not paintable



New Cartridge - hitting stores 3Q'11



Old Cartridge



NAHB Research center Green Approved - use counts towards points for green building certification

GE caulks are the first and currently the only caulks to be certified



WHY 100 PERCENT SILICONE?

Waterproof—Acrylic breaks down in water over time.



Flexible—Acrylic becomes less flexible and can even freeze at low temperatures, making it more likely to crack.


Shrink-proof—Acrylic shrinks as the caulk dries. This shrinking can cause cracks over time.

Crack-proof—Acrylic hardens, cracks, and crumbles over time when exposed to extreme heat and the sun's UV rays.

GE Product Positioning

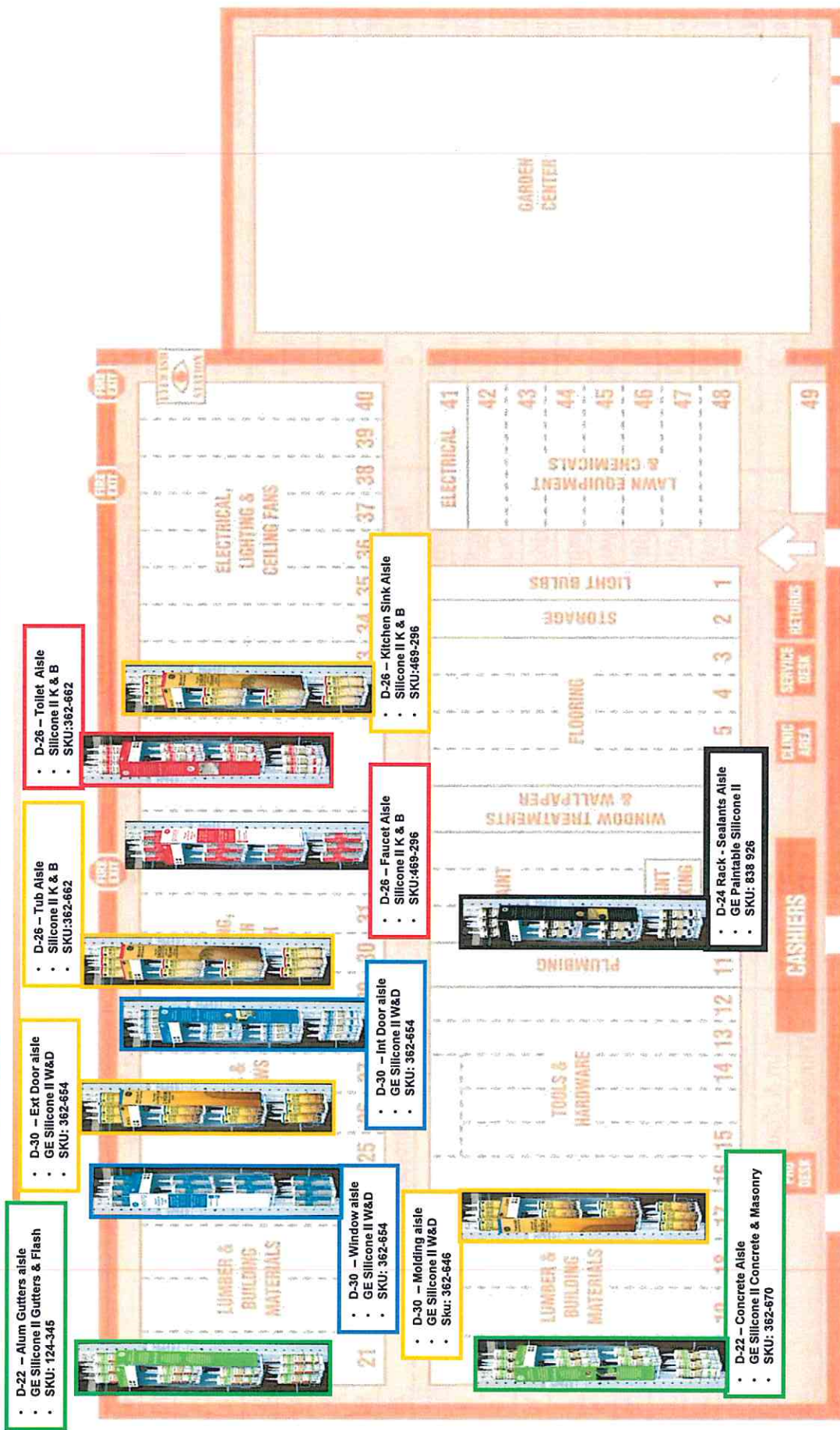
GE Silicone II - Three hour rain-/ shower-ready caulk with 5 year mold-free product protection. Product should be positioned and advertised along with 'better' products.

Silicone II Kitchen & Bath						Silicone II Window & Door					
<p>SKUs 362-662 9.8 oz White THD Retail \$5.97 469-296 9.8 oz Clear THD Retail \$5.97 502-057 9.8 oz Almond THD Retail \$5.97 squeeze 398-942 2.8 oz White THD Retail \$3.89 squeeze 469-301 2.8 oz Clear THD Retail \$3.89</p> <p>Key Features: Three hour shower-ready caulk with five year mold-free product protection for kitchens, baths, and plumbing. 3 HR SHOWER-READY - Builds strength and adhesion quickly - Won't wash away when hit by water - Increases speed, convenience and efficiency - Won't delay the use of the bathroom for a full day 5 YR MOLD-FREE PRODUCT PROTECTION - Withstands exposure to water and humidity - Cured caulk protects against mold and mildew, an unsightly problem in the home which can also pose health issues - Keeps cured caulk mold- and mildew- free for five years, with regular cleaning</p> <p>Additional Features: 100% Silicone - Permanently Waterproof - silicone is impervious to water, meaning water can't penetrate it and will never - Will not shrink, crack or crumble over time</p> <p>Certifications: Eco Options Certified (Clean Air/ Low VOC) NAHB Research Center Green Approved</p> <p>Recommended For: Mold & Mildew Protection Spring Spruce Up Kitchen & Bath projects</p> <p>Product is not paintable</p>			<p>SKUs 175-391 9.8 oz Light Gray THD Retail \$ 5.97 269-200 9.8 oz Bronze THD Retail \$ 5.97 362-646 9.8 oz Clear THD Retail \$ 5.89 362-654 9.8 oz White THD Retail \$ 5.97 387-762 9.8 oz Black THD Retail \$ 5.97 387-789 9.8 oz Brown THD Retail \$ 5.97 896-325 9.8 oz Almond THD Retail \$ 5.97 493-007 2.8 oz Clear THD Retail \$ 3.89 squeeze</p> <p>Key Features: Three hour rain-ready, sun-/freeze-proof caulk for windows, doors, attics and basements 3 HR RAIN-READY - Builds strength and adhesion quickly - Won't wash away when hit by rain - Increases speed, convenience and efficiency - Won't delay the project if rain is in the forecast SUN/ FREEZE PROOF - Will not crack or loose flexibility when exposed to harsh outdoor elements. - Permanent flexibility helps keep caulk from breaking down as a home settles - Helps prevent gaps where air and water can seep through - Gaps can lead to water damage, mold growth and higher energy bills</p> <p>Additional Features: 100% Silicone - Permanently Weatherproof - withstands all weather conditions, and remains permanently waterproof and flexible - Will not shrink, crack or crumble over time</p> <p>Certifications: Eco Options Certified - Home Sealing, Clean Air (Low VOC) NAHB Research Center Green Approved</p> <p>Recommended For: Weatherization Earth Day Eco Options Spring Spruce Up Product is not paintable</p>								

Silicone II Paintable Silicone							
<p>SKUs 838-926 9.0 oz White THD Retail \$ 5.97 627-160 9.0 oz Clear THD Retail testing</p> <p>Key Features: Three hour rain-ready, 30 minute paint-ready caulk for use in exterior and interior applications. 3 HR RAIN-READY - Builds strength and adhesion quickly - Won't wash away when hit by rain - Increases speed, convenience and efficiency - Won't delay the project if rain is in the forecast 30 MIN PAINT READY - Durability and adhesion of 100% silicone - Paintability of an acrylic. - Paint with a brush or roller after only 30 minutes or spray paint immediately</p> <p>Additional Features: Paintable Silicone - Permanently Weatherproof - withstands all weather conditions, and remains permanently waterproof and flexible - Will not shrink, crack or crumble over time</p> <p>Certifications: Eco Options Certified - Home Sealing, Clean Air (Low VOC) NAHB Research Center Green Approved</p> <p>Recommended For Painting Projects: Weatherization - when painting is involved Earth Day - when painting is involved Eco Options - when painting is involved Spring Spruce Up - when painting is involved</p> <div style="border: 1px solid red; padding: 2px; width: fit-content; margin: 5px auto;"> <p style="font-size: small;">New Cartridge - hitting stores 3Q'11</p> </div> <div style="border: 1px solid yellow; padding: 2px; width: fit-content; margin: 5px auto;"> <p style="font-size: x-small;">Available chain-wide in white. Crystal clear is being tested in select markets.</p> </div>							

GE Silicone I					
Silicone I Kitchen & Bath			Silicone I Window & Door		
<p>SKUs 125-068 9.8 oz White THD Retail \$4.97 837-655 9.8 oz Clear THD Retail \$4.97</p> <p>Key Features: Permanently Waterproof, 100% silicone caulk for kitchens and bathrooms.</p> <p>Additional Features: 100% Silicone - Permanently Waterproof - silicone is impervious to water, meaning water can't penetrate it and will never - Will not shrink, crack or crumble over time</p> <p>Certifications: Eco Options Certified (Clean Air/ Low VOC) NAHB Research Center Green Approved</p> <p>Recommended For: Mold & Mildew Protection Spring Spruce Up on a tight budget Kitchen & Bath projects</p> <p>Product is not paintable</p>			<p>SKUs 502-030 9.8 oz Clear THD Retail \$ 4.47 502-049 9.8 oz White THD Retail \$ 4.97</p> <p>Key Features: Permanently weatherproof, 100% silicone caulk for windows, doors, attics and basements.</p> <p>Additional Features: 100% Silicone - Permanently Weatherproof - withstands all weather conditions, and remains permanently waterproof and flexible - Will not shrink, crack or crumble over time</p> <p>Certifications: Eco Options Certified - Home Sealing, Clean Air (Low VOC) NAHB Research Center Green Approved</p> <p>Recommended For: Weatherization Earth Day Eco Options Spring Spruce Up on a tight budget Product is not paintable</p>		

Suggested GE Caulk Rack Locations



HOME DEPOT USA				
Part #	GE Part #	cont	Description	size (oz)
362646	GE5000	24C	GE Silicone II Window & Door Clear	9.8
362654	GE5010	24C	GE Silicone II Window & Door White	9.8
387762	GE5030	12C	GE Silicone II Window & Door Black	9.8
387789	GE5080	12C	GE Silicone II Window & Door Brown	9.8
175391	GE50.08	12C	GE Silicone II Window & Door Lt Gray	9.8
896325	GE5096	12C	GE Silicone II Window & Door Almond	9.8
269200	GE5097	12C	GE Silicone II Window & Door Bronze	9.8
362670	GE5020	12C	GE Silicone II Concrete & Masonry Lt Gray	9.8
124345	GE50G.01	12C	GE Silicone II Gutter and Flashing	9.8
838926	GE7000	12C	GE Silicone II Paintable - White	9.0
627160	M90033	12C	GE Silicone II Paintable - Cyrstyal Clear	9.0
942324	M90007	12C	K/B Supreme, white	9.8
921854	M90006	12C	K/B Supreme, clear	9.8
318159	M90016	12C	W/D Supreme, clear	9.0
317656	M90015	12C	W/D Supreme, white	9.0
792637	M90026	12C	Groov, WD, white	9.0
792604	M90025	12C	Groov, KB, white	9.0
362662	GE5070	24C	GE Silicone II Kitchen & Bath White	9.8
469296	GE5040	24C	GE Silicone II Kitchen & Bath Clear	9.8
502057	GE5060	12C	GE Silicone II Kitchen & Bath Almond	9.8
502030	GE012A	24C	GE Silicone I Window & Door Clear	9.8
502049	GE112A	24C	GE Silicone I Window & Door White	9.8
837655	GE612	24C	GE Silicone I Kitchen & Bath Clear	9.8
125068	GE712	24C	GE Silicone I Kitchen & Bath White	9.8
493007	GE500 3TG	3TG	GE Silicone II Window & Door Clear	2.8
398942	GE281 3TG	3TG	GE Silicone II Kitchen & Bath White	2.8
469301	GE284 3TG	3TG	GE Silicone II Kitchen & Bath Clear	2.8
648435	GE60.01 12C	12C	GE Advantage Silicone Clear	10.1
648463	GE60.02 12C	12C	GE Advantage Silicone White	10.1