

Home Depot GE Caulk Service Visits – Project Instructions

Preparing for the Service Visit

- Prior to visiting the store to complete a service visit, please print out a copy of the service completion report to bring to the store with you. You can access the report by clicking on the ‘pencil’ icon under ‘Report’ on your profile log-in page.
 - Once you click on the ‘pencil’ icon, a pop up window will open. To print out a copy of the report, click on red box at the top of the report that reads “Print Version - Click Here”.
 - It is imperative that you use the service report for the specific store and service visit because the *unique id number* at the top of the page is necessary for you to get credit for the visit.

Completing Your Service Visit

- When you first arrive at the store, identify yourself at the service center and inform the store management that you are there to complete a GE Caulk service visit. Then, follow the steps listed below.

Step 1: Product Knowledge (PK)

1. Do a 3-5 minute PK with an available Home Depot store associate from the paint department.
2. Make sure that the store associate understands the benefits of GE caulking. To learn about the product, read the back of the tubing or the product information sheets (attached to this document).
3. Each time you visit the store you can go over another item and/or talk to a different associate

Step 2: Cross Merchandising

1. Make sure all cross merchandising racks are full. There should be about 8-10 racks around the store. A map of where the racks can be found in the store is attached to this document and available under ‘POG’ on your profile log-in page.
2. Take product out of the overhead to stock the wire racks
3. If any of the wire racks are damaged or missing, please contact Kim Ellen Cowan (kimellen.cowan@hgaquest.com) or Brian Bair (brian.bair@hgaquest.com) to request new racks for the store.

Step 3: Stock the Bay (If time permits)

1. If you still have time available during your shift, spend the remainder of your time stocking the GE caulk bay.
 2. Check the POG (which is hanging in a pouch on the bay) and make sure all of the items are in the right place.
- Make sure to take picture(s) of the work you complete.
 - At the end of the service visit, meet the store management to review what you accomplished and to let them know about any issues that you may have encountered. Have them sign your printed service completion report.
 - Within 24 hours of completing your service visit, make sure to complete the online completion form (available by clicking on the ‘pencil’ icon), upload your completion picture(s) and to fax or scan and upload your printed service completion report (with the store signature).

Below are the correct instructions on how to get on the HD computer and order GE racks:

- Go to any HD Portal in store.
- Log onto MY APRON by using the following info; Log in (Gerran.Syfan@momentive.com), Password (“gerran123”)
- Once on MY APRON, select top tab called MET.
- Select TOOLS
- Select EPOP
- Once into EPOP you can locate the available GE Racks by inserting the Part #s which have been previously provided.

* Very Important to insert Store# on this last screen, since that is where these racks will need to be sent.

Below is brief description of the racks available and their respective part #s:

PART #	DESCRIPTION
HD24CM	GE Silicone Wire Rack – Concrete & Masonry
HD24GF	GE Silicone Wire rack – Gutter & Flashing
HD24GROOVKB	GE Silicone Wire Rack – Groov Kitchen & Bath
HD24GROOVWD	GE Silicone Wire Rack – Groov Window & Door
HD24KB	GE Silicone Wire Rack – Silicone II Kitchen & Bath
HD24SUPREMEKB	GE Silicone Wire Rack – Supreme Kitchen & Bath
HD24SUPREMEWD	GE Silicone Wire Rack – Supreme Window & Door
HD24WD	GE Silicone Wire Rack – Silicone II Window & Door
HD24XST	GE Silicone Wire Rack – XST Paintable

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

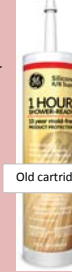
Recommended For:

- 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

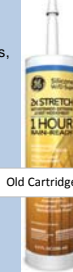
Recommended For:

- 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.

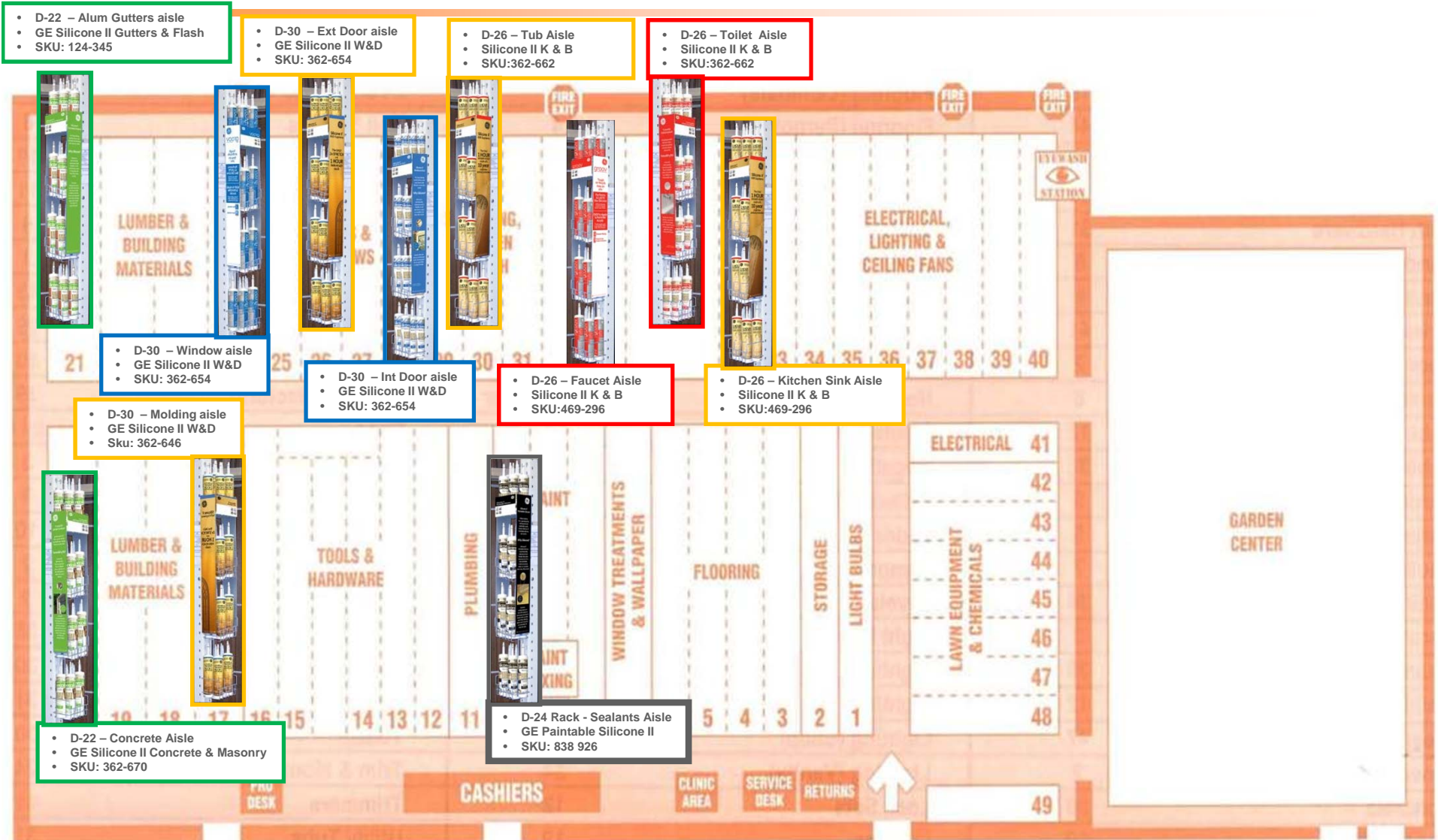
Silicone II Kitchen & Bath						Silicone II Window & Door					
<p>SKUs 362-662 9.8 oz White THD Retail \$5.97 469-296 9.8 oz Clear THD Retail \$5.97 502-057 9.8 oz Almond THD Retail \$5.97 squeeze 398-942 2.8 oz White THD Retail \$3.89 squeeze 469-301 2.8 oz Clear THD Retail \$3.89</p> <p>Key Features: 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;"> New Cartridge - hitting stores 3Q'11 </div> <div style="border: 1px solid yellow; padding: 2px; width: fit-content; margin: 5px auto;"> Available chain-wide in white. Crystal clear is being tested in select markets. </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>		

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

Suggested GE Caulk Rack Locations



GE Silicone Special Buys



Q3 Weatherization 2013



GE Silicone II Window & Door Clear- NLP



- Department: 24
- SKU(s): 362-646
- Regular Retail: \$6.24
- Special Buy Retail: \$5.92
- NLP: YES
- # units in display: 96 or 144
- Suggested timing: Q3- MAP
- BYO's: ALL
- Locations: Conversion Cart

GE Silicone II Window & Door- Clear

- New lower price!!!
- Ideal for Fall Weatherization Projects

GE Silicone KB Supreme BOGO- Great American Fix Up!



- Department: 24
- SKU(s): 942-324
- Regular Retail: \$16.44
- Special Buy Retail: \$8.22
- NLP: NO
- # units in display: 48 or 72 count
- Suggested timing: GAFU Event in Q3
- BYO's: ALL

GE Silicone KB Supreme BOGO- White

- BOGO- Buy one Get one FREE!!!
- Ad event breaks late August