

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) to request new racks for the store.

Step 3: Stock the Bay

1. **January 2014: Remove all Groov product from the shelves and bring to the Return To Vendor (RTV) Manager for buyback. The store will process the RTV using the MRA form found in the Scope of Work. Fill in the GE Silicone bays with the new Paintable Supreme product per the Planogram.**
2. **January 2014: Locate the Q1 GE Silicone II KB Clear 2.8 oz (SKU 496-296) display next to the D26B Countertops and complete the applicable call report questions.**
3. **January 2014: Locate the Q1 Madeline Vanity End Cap clip strip with GE Silicone II KB clear squeeze tube (SKU 469-301) and complete the applicable call report questions.**
4. If you still have time available during your shift, spend the remainder of your time stocking the GE caulk bay.
5. 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

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

NEW! Supreme Paintable - Less Stress, Less Mess- Exceptional Performance. No more choosing between performance and paintability—now consumers and pros can have both with GE Supreme Paintable Silicone. Supreme Paintable combines the performance of a silicone with the easy-to-apply, paintable characteristics of an acrylic caulk. It is ready fast and has a smooth texture for easy application and tooling. Supreme Paintable Silicone delivers outstanding results for any home sealing project. In stores January 2014.

Key Features:

Pro-like Results

- 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
- 30 minute 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 - 1000014278 White THD Retail \$8.22

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 - 1000014279 White THD Retail \$8.22

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 \$8.22
921-854 Clear THD Retail \$8.22

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

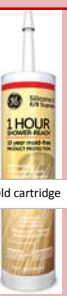
Recommended For:

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

Product is not paintable



New Cartridge for



Old cartridge

W/D Supreme

SKUs 317-656 White THD Retail \$8.22
318-159 Clear THD Retail \$8.22

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

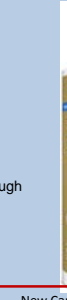
Certifications:

- 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



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					
SKUs	362-662	9.8 oz	White	THD Retail	\$6.24
	469-296	9.8 oz	Clear	THD Retail	\$6.24
	502-057	9.8 oz	Almond	THD Retail	\$6.53
squeeze	398-942	2.8 oz	White	THD Retail	\$3.98
squeeze	469-301	2.8 oz	Clear	THD Retail	\$3.98

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



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

Silicone II Window & Door					
SKUs	175-391	9.8 oz	Light Gray	THD Retail	\$6.53
	269-200	9.8 oz	Bronze	Clearanced	
	362-646	9.8 oz	Clear	THD Retail	\$5.92
	362-654	9.8 oz	White	THD Retail	\$5.92
	387-762	9.8 oz	Black	THD Retail	\$6.53
	387-789	9.8 oz	Brown	THD Retail	\$6.53
	896-325	9.8 oz	Almond	THD Retail	\$6.53
	493-007	2.8 oz	Clear	THD Retail	\$3.98

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



Additional Features:
 100% Silicone
 - Permanently Weatherproof - withstands all weather conditions, and 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
 Earth Day
 Eco Options
 Spring Spruce Up

Product is not paintable

Product is not paintable

Silicone II Paintable Silicone					
SKUs	838-926	9.0 oz	White	THD Retail	\$6.97
	627-160	9.0 oz	Clear	THD Retail	\$6.97

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



Additional Features:
 Paintable Silicone
 - Permanently Weatherproof - withstands all weather conditions, and 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 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

Available chain-wide in white. Crystal clear is being tested in select markets.

GE Silicone I

Silicone I Kitchen & Bath					
SKUs	125-068	9.8 oz	White	THD Retail	\$5.21
	837-655	9.8 oz	Clear	THD Retail	\$5.21

Key Features:
Permanently Waterproof, 100% silicone caulk for kitchens and bathrooms.

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 on a tight budget
 Kitchen & Bath projects



Product is not paintable


Silicone I Window & Door					
SKUs	502-030	9.8 oz	Clear	THD Retail	\$5.21
	502-049	9.8 oz	White	THD Retail	\$5.21

Key Features:
Permanently weatherproof, 100% silicone caulk for windows, doors, attics and basements.

Additional Features:
 100% Silicone
 - Permanently Weatherproof - withstands all weather conditions, and 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

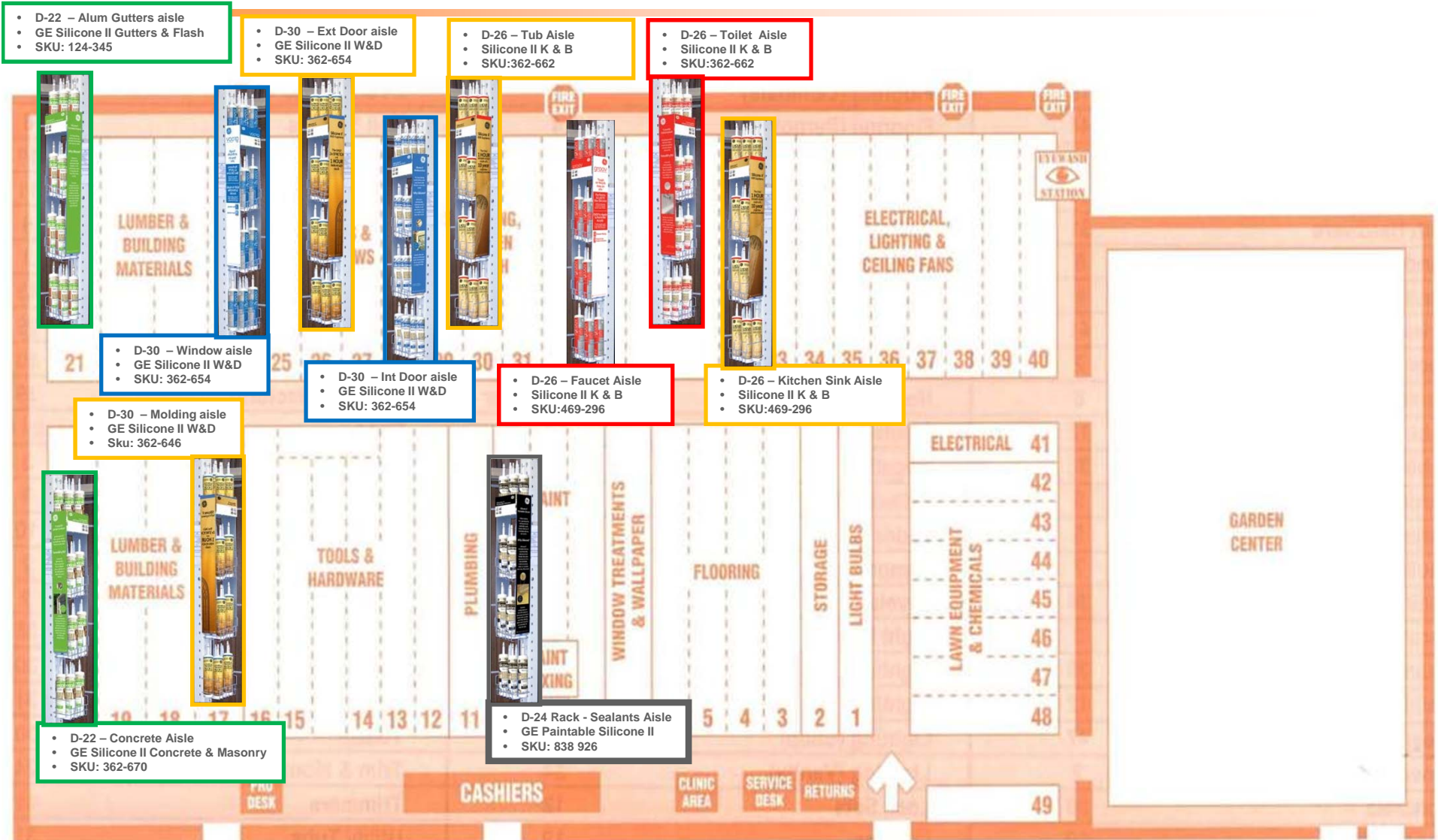
Recommended For:
 Weatherization
 Earth Day
 Eco Options
 Spring Spruce Up on a tight budget



Product is not paintable

HOME DEPOT USA				
Part #	GE Part #	cont	Description	size (oz)
362646	HD5000	24C	GE Silicone II Window & Door Clear	10.1
362654	HD5010	24C	GE Silicone II Window & Door White	10.1
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
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	9.0
921854	M90006	12C	K/B Supreme, clear	9.0
1000014278	M90025-30	12C	K/B Supreme Paintable, white	9.0
318159	M90016	12C	W/D Supreme, clear	9.0
317656	M90015	12C	W/D Supreme, white	9.0
1000014279	M90026-30	12C	W/D Supreme Paintable, white	9.0
362662	HD5070	24C	GE Silicone II Kitchen & Bath White	10.1
469296	HD5040	24C	GE Silicone II Kitchen & Bath Clear	10.1
502057	HD5060	12C	GE Silicone II Kitchen & Bath Almond	9.8
502030	HD012A	24C	GE Silicone I Window & Door Clear	10.1
502049	HD112A	24C	GE Silicone I Window & Door White	10.1
837655	HD612	24C	GE Silicone I Kitchen & Bath Clear	10.1
125068	HD712	24C	GE Silicone I Kitchen & Bath White	10.1
493007	HD500 3TG	3TG	GE Silicone II Window & Door Clear	2.8
398942	HD281 3TG	3TG	GE Silicone II Kitchen & Bath White	2.8
469301	HD284 3TG	3TG	GE Silicone II Kitchen & Bath Clear	2.8
447459	HD360	3TG	GE Silicone I Kitchen & Bath Clear	2.8
448799	HD361A	3TG	GE Household Glue	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

Supreme Paintable - Groov
Transition and
Upcoming Q1 MAP

Transition - Groov to Supreme Paintable Silicone



- Paintable SKUs Complement Supreme Line
- Adds Clarity to Performance Progression
- Offers Consumers Improved Performance Claims

Project Start Date: January 2014

Product to arrive in stores by early January






Groov Buy Back scheduled to start in January

New Skus:

1000014278 KB Sup Paintable

1000014279 WD Sup Paintable

GE Core Portfolio *(NEW)*

	<u>100% Silicone</u>	<u>Paintable - Hybrids</u>
Good	<p><u>GE Silicone I - \$5.21</u></p> <p>Permanently: Waterproof, Flexible Shrink/ Crack proof 100% Silicone PRO Product Lifetime Guarantee</p> 	
Better	<p><u>GE Silicone II - \$5.92/ \$6.24</u></p> <p>Permanently: Waterproof, Flexible Shrink/ crack proof 100% silicone Lifetime Guarantee PLUS 3 hr shower/ rain ready Sun/ freeze proof 5 year mold protection (KB)</p> 	<p><u>GE Paintable Silicone - \$6.97</u></p> <p>Paintable & Waterproof 30 min paint-ready Sun/ Freeze proof Permanently flexible Shrink/ Crack proof Lifetime Guarantee 3 hr rain ready</p> 
Best	<p><u>GE WD & KB Supreme - \$8.22</u></p> <p>Permanently: Waterproof, Flexible Shrink/ Crack proof 100% silicone Lifetime Guarantee PLUS 30 min shower/rain ready 2x stretch – withstands 100% total joint movement OR 10 year mold protection</p> 	<p><u>GE Supreme Paintable \$8.22</u></p> <p>Paintable & Waterproof 30 min Paint Ready Sun/Freeze Proof Permanently flexible Shrink/ crack-proof Lifetime Guarantee PLUS Pro-Like Results – never sticky or stringy 30 min shower/rain ready 10 year mold protection (KB)</p> 

GE Q1-MAP- Silicone II KB white - BOGO



Department:	24
SKU:	362-662
Min # of stores:	BYO's 3 and 7 only
Regular Retail:	\$12.48 value
Ad Retail:	\$6.24
In Store Date (Fiscal Week):	FW01
Ad Dates (Fiscal Weeks):	FW01-FW13
NLP (Y or N):	N
Core (Y or N):	Y
Special Buy (Y or N):	Y
Replenish Item (Y or N):	N
Item has switchouts?	N
Merchandise in Store (Pallet , QP or Case Stack out):	QP
Units on each Pallets/QP:	72 packs

Value / Innovation / Competitive Advantage:

- More for less money

Marketing Notes:

- Silicone II KB features 5 year mold free product protection and is 3 hour shower ready
- Great value with Buy One, Get One Free

Off Shelf In Store Placement

- | | |
|---|--|
| <input type="checkbox"/> MAP: Endcap | <input checked="" type="checkbox"/> MAP: Wingstack |
| <input type="checkbox"/> MAP: Conversion Cart | <input type="checkbox"/> FET |
| <input type="checkbox"/> MAP: Register | |

Marketing Support

- | | |
|---|---|
| <input checked="" type="checkbox"/> Our Best Values | <input type="checkbox"/> Holiday |
| <input type="checkbox"/> NEW & Innovative | <input type="checkbox"/> Start Fresh & Save |

	A	B	C	D	E	F
Load In	144	144	72	72	0	0
Pres Min	144	144	72	72	0	0



GE Supreme Paintable Silicone

Window & Door and Kitchen & Bath for Interior and Exterior Applications



Less Stress, Less Mess – Exceptional Performance

No more choosing between performance and paintability—now consumers and pros can have both with GE Supreme Paintable Silicone. Supreme Paintable combines the performance of a silicone with the easy-to-apply, paintable characteristics of an acrylic caulk. It is ready fast and has a smooth texture for easy application and tooling. Supreme Paintable Silicone delivers outstanding results for any home sealing project.



Licensed
Products

MOMENTIVE™

Ready in 30 Minutes

Because it builds strength and adhesion quickly, Supreme Paintable can be ready for water exposure and painting in just 30 minutes. Window & Door Supreme Paintable Silicone can be ready for rain and other harsh weather after a mere half-hour, and Kitchen & Bath Supreme Paintable Silicone won't put a ripple in bath schedules since it can be shower-ready in 30 minutes. When using some caulks, the project may have to be delayed or canceled if rain is in the forecast and showers can be off limits for up to 24 hours. Even some paintable acrylic caulks require as long as a full day to dry before painting. But Supreme Paintable won't delay painting projects since it can be brush/roller painted after 30 minutes, or spray-painted immediately. Whether trying to squeeze home maintenance projects into the weekend or move on to the next job faster, Supreme Paintable Silicone helps homeowners and pros increase convenience, speed and efficiency.

Pro-like Results

Regardless of skill level, consumers and pros alike can achieve professional-looking, long-lasting results with new Supreme Paintable Silicone. It has a smooth texture, like acrylic, which allows for easy shaping and smoothing, without being sticky or stringy. This makes it easier to keep caulk in the joint rather than on hands and surrounding surfaces, which creates the dreaded mess. Supreme Paintable Silicone can be applied in hot, cold or wet weather conditions. This means consumers and pros can apply the caulk at their convenience for an even, neat and paintable bead of caulk.

Weatherproof and Waterproof

Supreme Paintable defends homes against damaging precipitation, severe outdoor elements and the constant flow of water that kitchens and baths encounter. Unaffected by extreme temperatures and the sun's damaging UV rays, it will not freeze in cold temperatures or bake in the heat. Frozen and baked acrylic caulk can mean shrinking and cracking over time, which can lead to gaps that let energy out and water in. Keeping water out of the home is a necessity for both interior and exterior sealing projects. Supreme Paintable offers an excellent defense because it is waterproof, meaning water will never break it down. And for areas that are constantly exposed to moisture inside homes, Kitchen & Bath Supreme Paintable Silicone offers a 10-year mold-free product protection to help keep the cured caulk mold- and mildew-free and looking clean for 10 years, with regular cleaning. Mold is not only an unsightly and embarrassing problem to have in the kitchen or bathroom, but it might also lead to health problems. Regardless of moisture, humidity, cold, heat or sun, Supreme Paintable Silicone protects the inside and outside of homes in any environment.

Withstands Joint Movement

A home's joints can expand and contract with changing seasons, harsh weather and temperature fluctuations. This movement can cause degraded acrylic caulk to crack and crumble over time, leaving gaps for air and water to seep through. Gaps can lead to water damage, mold growth and higher energy bills – issues that translate into wasted energy, money and ultimately time for consumers and pros, when the project has to be redone. But Supreme Paintable has the flexibility to move with the joint, helping to keep the caulk from tearing or pulling away from the surface.



SKU	Color	Contents	Pack Qty	UPC
M90026-30	White	9.0 FL OZ	12	077027260304



SKU	Color	Contents	Pack Qty	UPC
M90025-30	White	9.0 FL OZ	12	077027250305

For specific product application conditions, including temperature and humidity, and/or other use requirements or specifications with respect to our 30-Minute Rain-Ready, 30-Minute Shower-Ready, 30-Minute Paint-Ready, 10-Year Mold-Free Product Protection, Pro-like Results and other claims, see product label.



Licensed
Products

For additional product information, visit www.gesealants.com

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MOMENTIVE™

