

# The Teamwork Link

SPECIAL EDITION

May 2010



## Introducing Innoplex™, maibec's new innovative industrial-grade coatings

### What?

Just when you thought **maibec's** Eastern White Cedar shingles were the best in the industry for quality and durability, we went and made them even better with a new advanced coating!

And now we have taken the latest and best stain application process and combined it with Innoplex™, an industrial-grade stain that outperforms all other stains in extreme conditions.

### Why?

Innoplex™ has been developed specifically for **maibec's** state-of-the-art machine coaters, using 10 monopigment bases. Highly resistant, it provides greater opacity, slower aging, stability of color over time, and guaranteed color fade-resistance.

Innoplex™ is available **only** on **maibec** shingles.

### When?

**m** **aibec** shingles with Innoplex™ will be available starting June 7<sup>th</sup>. All stained shingles shipped will feature this new industrial-grade stain.

### Now backed by a solid warranty that's even better!

Only **maibec** shingles featuring Innoplex™ give you a warranty this impressive:

- **7-year\* warranty on LABOR on two coats of solid stain**
- 50-year\* warranty against wood decay
- 10-year\* warranty on one coat of solid stain
- 20-year\* warranty on two coats of solid stain

#### WARRANTY\*

**7 YEARS** on labor on solid stain 2 coats

**50 YEARS** against wood decay

**10 YEARS** on solid stain one coat

**20 YEARS** on solid stain 2 coats +

**15 YEARS** extended warranty

\* Some restrictions apply.



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## In-store promotional tools that sell!

Our new line of stained shingles featuring Innoplex™ will be supported with eye-catching in-store promotional tools that show not all stained shingles are made equal. For long-lasting quality and durability, only **maibec** shingles make the grade.



WALL DISPLAY



POSTER



STOCK COLOR PROGRAM FANDECK

## Get inspired With new colors from maibec

Our new solid color chart is chock-full of inspiring new colors that give your imagination a place to start. Four professionally-created palettes inspired by nature in traditional and contemporary colors in line with the latest trends. It also includes 12 no-fail color combinations that include coordinating primary, trim and accent colors. Achieving instant curb appeal is now a piece of cake!



maibec COLOR CHART

## New Packaging

The Innoplex™ shingles will soon come in new packaging. But don't be fooled by the colors; these boxes are green! Our new packages contain approximately 70% post-consumer fibers, use less water-based ink and less bleaching chemicals than our former packaging. These packages are one of the many improvements we are making as part of our Green Focus efforts.



SHINGLES BOXES