



ACCELERATE YOUR BUSINESS

become a

Guardian ShowerGuard
Registered Dealer

JOIN TODAY FOR PREFERRED ACCESS.

Enjoy exceptional support and exclusive incentives for you and your customers

Increase customer traffic with targeted marketing to boost lead generation and consumer awareness

Benefit from proven sales materials, samples, tools and training

Gain access to the unrivaled products in our interior glass portfolio

IT'S EASY TO GET STARTED.

Visit us at ShowerGuardGlass.com

Complete the online application

Begin marketing ShowerGuard

ShowerGuard is a featured product of the Guardian InGlass™ interior glass portfolio.

GUARDIAN IS COMMITTED TO YOUR SUCCESS.

Through the ShowerGuard Registered Dealer Program, Guardian can help you attract and satisfy customers, differentiate your business and become more profitable.

Here's how we help.



DEALERS ACTIVELY USE OUR HIGH-VALUE SALES TOOLS

Over 80% of Registered Dealers are enthusiastic promoters.*

96% use our product brochures.

More than three out of four use the customer rebate program, glass samples and other point-of-purchase materials.

* As researched by Specialized Marketing Services Inc.

YOUR BUSINESS DEPENDS ON...	HOW GUARDIAN SUPPORTS YOU
<p>Increasing and maintaining word-of-mouth referrals</p>	<p>Guardian's investment in promoting ShowerGuard to homeowners attracts customers, generating awareness and business leads for you</p>
<p>Outperforming the competition despite limited sales staff and time</p>	<p>Best-in-class, high-performance products differentiate you as a premium glass dealer</p> <p>Brochures and other sales materials help educate homeowners on the value of ShowerGuard and other InGlass products</p> <p>Key marketing tools make it easy for your salespeople to promote ShowerGuard and other Guardian InGlass products</p> <p>Training webinars give your salespeople confidence in their sales story</p> <p>Customer incentives help you close sales</p>
<p>Delivering excellent customer service</p>	<p>The Guardian Select Fabricator Network ensures fabricators are properly trained in the handling and use of all ShowerGuard and InGlass products</p> <p>You have the opportunity to highlight your unique capabilities on your company profile at ShowerGuardGlass.com</p> <p>Our Lifetime Limited Warranty provides homeowners with the security of the industry's best guarantee</p> <p>An established concern resolution system delivers a prompt response to any customer issues, allowing you to keep your focus on your work</p>

WE SUPPORT YOUR BUSINESS.



HOW IT WORKS

We'll reward you for selling ShowerGuard and other Guardian InGlass products, help you maintain excellent customer service, promote your business and generate leads, provide you with business-building rewards, and give you tools to close more business at strong margins.

1 EXCEPTIONAL SUPPORT

Exceptional product support from 'start' to 'satisfied'

ShowerGuard is the industry's first and best permanent glass protection. It's applied during the manufacturing process, eliminating the quality failures that can result from applying spray-on coatings later in the fabrication process. Our patented ion-beam sealing process ensures ShowerGuard will maintain its like-new appearance for years to come.

You can be confident that ShowerGuard has been fully vetted to perform as promised. Our Select Fabricator Network maintains excellent process and product quality to ensure your customers have the very best experience.

As a ShowerGuard Registered Dealer, you will have access to Guardian's wealth of knowledge and technical expertise. Your answers to product performance and application questions are just a phone call away.

ShowerGuard's Lifetime Limited Warranty is the best available consumer warranty for any shower glass protection on the market. Guardian guarantees every original purchaser that ShowerGuard will remain free from visible staining, corrosion or discoloration with proper maintenance.

We provide a customer concern resolution system to ensure each concern is handled quickly and efficiently—allowing you to keep doing your job while Guardian addresses the needs of your customers.

ShowerGuard and the rest of our InGlass products are supported in ways that allow you to better meet your customers' needs. Registered Dealers have access to an online portal with product-specific details, technical information and marketing materials.

SHOWERGUARD GLASS IS LIKE NO OTHER

Guardian ShowerGuard high-performance shower glass is permanently sealed against corrosion and staining. Unlike spray-on products, ShowerGuard is infused into the glass during the manufacturing process. It looks newer longer, won't break down and doesn't need to be reapplied. Over time, ShowerGuard performs better against hard water than any other shower protection product on the market, and is backed by a robust lifetime warranty.

Visit ShowerGuardGlass.com for more product information.

WE SUPPORT YOUR BUSINESS.

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LEAD
GENERATION

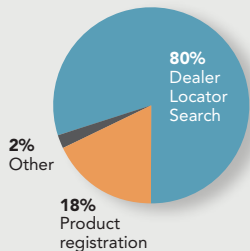
Outstanding awareness and lead generation

Our Guardian ShowerGuard Registered Dealer Program generates leads through our website. We've taken significant steps to ensure that ShowerGuardGlass.com appears toward the top of the results when customers search online for information about shower glass.

Because of these efforts, more than 10,000 people visit ShowerGuardGlass.com each month, and thousands of them use the online locator to find dealers in their area. Many request information and are directed to our Registered Dealers. As a result, homeowners and designers are more likely to discover your business, increasing foot traffic and phone calls.

Guardian is active in the industry's shower enclosure and interior glass segments, and aggressively promotes ShowerGuard through trade shows, national advertising campaigns, internet marketing and more.

How ShowerGuardGlass.com brings customers to you



USER ACTIVITY

The Dealer Locator is our website's most-used feature

SEARCH ENGINE OPTIMIZATION

Naturally increases website traffic

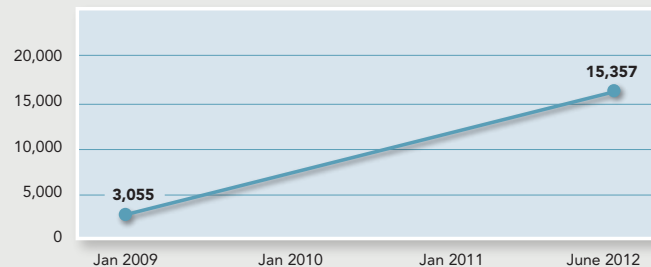
Generates more inquiries to ShowerGuard Registered Dealers through the Dealer Locator

Directly connects the interested party to the dealer or provides information for increased phone inquiries, on-site foot traffic and web searches

SEARCH ENGINE MARKETING

Attracts customers who enter keywords that have been tested and proven to be used by interested prospects

Each person contacting a Registered Dealer through the ShowerGuard website tends to be further into the decision-making process and is more likely to buy



UNIQUE VISITS

More people are visiting ShowerGuardGlass.com than ever before

WE SUPPORT YOUR BUSINESS.

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SALES
TOOLS

Best-in-class sales tools and dealer rewards

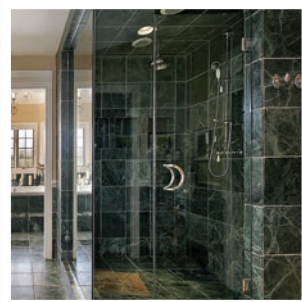
Our Guardian PLUS[®] Program for ShowerGuard Registered Dealers offers you points to redeem for business-building sales tools for every qualified purchase of ShowerGuard or other InGlass product. The more you purchase, the faster your PLUS account grows. You can redeem the funds in your Guardian PLUS account for valuable assets and opportunities like new equipment, employee training or advertising campaigns.

Capitalize on Guardian's investments in generating demand for these unbeatable products. Registered Dealers have access to exclusive support for ShowerGuard and other InGlass products.

ShowerGuard support

- Company listing on our Dealer Locator at ShowerGuardGlass.com
- Co-op advertising program
- Customer service support
- Exclusive manufacturer incentives
- Installation leave-behind materials
- Glass samples
- National advertising campaign
- Point-of-purchase and trade show materials
- Portal site for online information/support
- ShowerGuard detector
- Product and sales training
- ShowerGuard apparel

WHAT SHOWERGUARD REGISTERED DEALERS ARE SAYING



"The ShowerGuard Registered Dealer Program has given us more recognition and credibility. We undoubtedly have an edge over other companies."

CINDY STEIN
[UBG&M, Langhorne, Pennsylvania](#)

"The ShowerGuard Program is the best in the industry, and the only one that provides so many benefits and leads for a small glass company like ours."

JOE MUJADZIC
[Century Glass and Interiors, Missouri City, Texas](#)

"The ShowerGuard Registered Dealer Program has been wonderful for our business. The dealer co-op program and advertising leads continue to add more than \$20,000 of revenue each year."

MELISSA CLARK
[Specialty Screen and Glass, Cincinnati, Ohio](#)

WE SUPPORT YOUR BUSINESS.

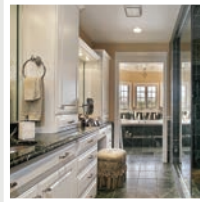
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UNRIVALED
PRODUCTS

Unrivaled products from an experienced manufacturer

ShowerGuard is only one of the many value-added products in our Guardian InGlass portfolio. Other glass products enhance design by providing options for light control, strength or color, and are available to you with the same assurance of quality and performance you expect from ShowerGuard.

These products are supported by Guardian's 80 years of experience in glass manufacturing. As one of the largest glass companies in the world, we have the ability to bring innovations from around the globe to your doorstep. Researchers in our Science and Technology Center work continuously to make glass perform in new ways—solving customer needs for today and discovering the potential of glass for tomorrow.



INGLASS PRODUCTS EXPAND WHAT GLASS CAN DO

Guardian InGlass interior glass products allow you to use glass for more applications and in more places than ever before. Berman Glass editions features textures and patterns that add depth, dimension, light control and privacy. UltraMirror is copper-free, corrosion-resistant mirror ideal for high-use commercial or residential areas. Visit GuardianInGlass.com to see and learn about the entire portfolio.

Float Glass basic glass substrates

Berman Glass editions designer glass textures

Laminated options in color, safety and sound control

SatinDeco[®] acid-etched glass

ShowerGuard[®] shower protection

Standard Textures popular glass textures

UltraClear[™] low-iron glass

UltraMirror[®] corrosion-resistant mirror



**GUARDIAN®
SHOWERGUARD®**
Forever Beautiful™

BECOME A GUARDIAN SHOWERGUARD REGISTERED DEALER IN THREE EASY STEPS

1. Visit ShowerGuardGlass.com
2. Complete the online application
3. Begin marketing ShowerGuard upon receipt of your materials

As a value-added, high-performance product, Guardian ShowerGuard can help set your business apart. Become more profitable with the ShowerGuard Registered Dealer Program. Experience the benefits today.



See what's possible™

Guardian Glass is a leading international manufacturer of float, value-added coated, and fabricated glass products and solutions for architectural, residential, interior, transportation and technical glass applications. To learn more, visit GuardianGlass.com.

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