



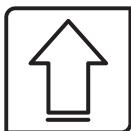
# OWENS CORNING AND NATURAL POLYMERS PRESENT **HIGH PERFORMANCE PINK®**

You work hard to deliver above-code results for your customers. But with so many builders claiming to be "high-performance" — even when they're not — getting the word out can be difficult.

## LET PINK® DO THE TALKING FOR YOU!

With the High Performance Pink® certification, you can now show your customers what sets you apart from the competition. Plus, you're supported by Owens Corning and Natural Polymers, brands people trust all over the world to help make their homes a better place to be.

**The High Performance Pink® badge demonstrates your commitment to building homes that offer tremendous benefits to homeowners, including:**



**INCREASED  
EFFICIENCY**



**HEATING AND  
COOLING SAVINGS**



**A MORE COMFORTABLE  
LIVING SPACE**

Qualifying High Performance Pink® homes are built to at least 5%\* above code, primarily through the building envelope. Eligible approaches include:

- Insulation
- Windows and doors
- Air sealing
- Radiant barrier

**Validating a home's above-code performance is easy! The following resources are available to verify a home:**

- Pre-defined prescriptive +5% performance benchmarks, dictating R-values, window values, and more
- Pre-designed builder checklist, indicating requirements based on climate zone
- Analysis compared to your local building codes
- Any recognized above-code program delivering at least 5% above code also qualifies

Homes must be built using at least 90% Owens Corning or Natural Polymers insulation to qualify.\*\*



**To learn more about High Performance Pink® certification, apply online here!  
Or email us at: [HighPerformancePINK@owenscorning.com](mailto:HighPerformancePINK@owenscorning.com)**

\* Calculations provided by Department of Energy software program, Rescheck, to validate a typical building UA analysis based on the adopted code and climate zone.

\*\* Continuous insulation is exempt from this requirement.

# MESSAGING SUPPORT

## Social Media Support

- Upon enrollment, local co-branded targeted social media ad campaign in markets where your HPP certified models will be built
- Collection of prepared social media content for easy posting from your own accounts

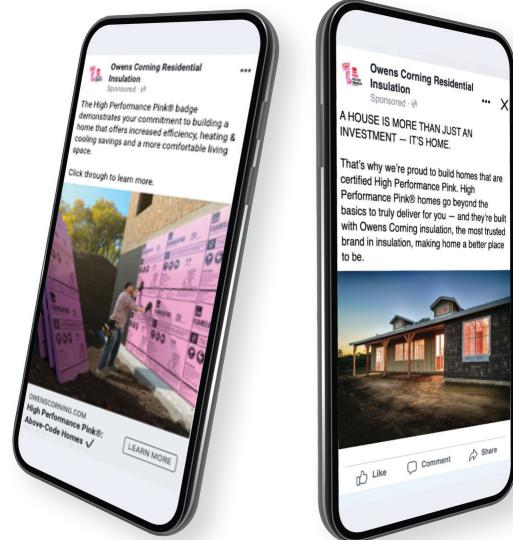
## Website Assets

- High Performance Pink® logo
- Homeowner-facing video available to embed

## Hard Assets

- Certificate to include in closing packets
- Homeowner-facing sell sheet
- Window clings

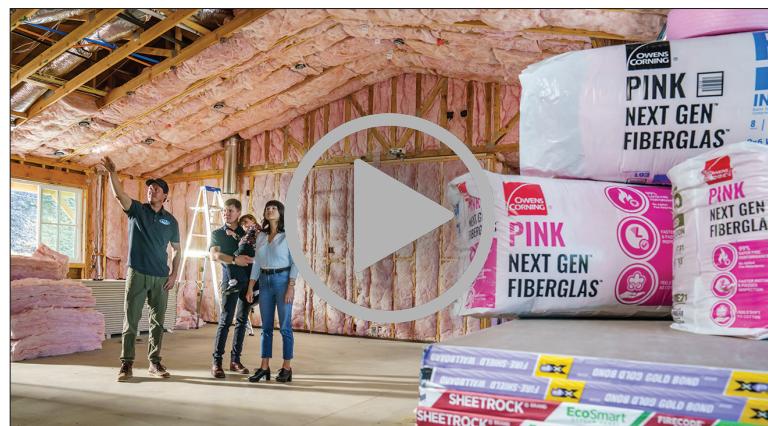
## Regular visits and support from our field teams



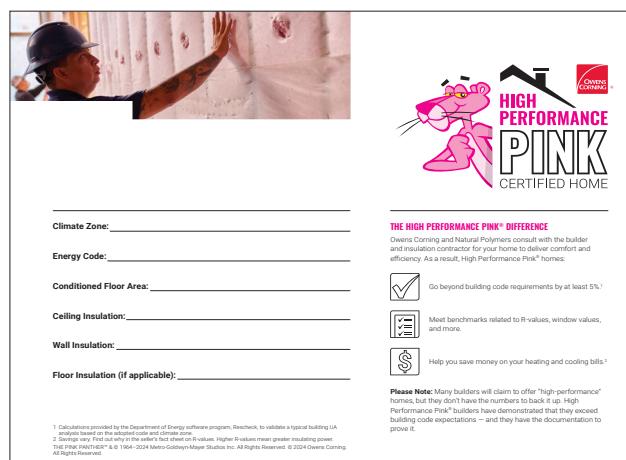
Example of sponsored social media posts



High Performance Pink Certified Home window cling



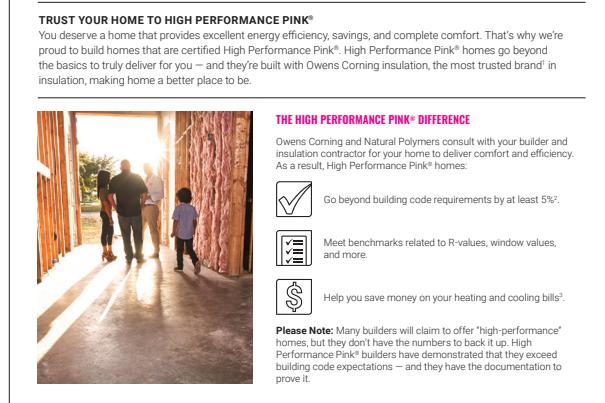
Homeowner-facing video available to embed



Certificate to include in closing packets



## A HOUSE IS MORE THAN JUST AN INVESTMENT — IT'S HOME.



Homeowner-facing sell sheet