

“Innovation distinguishes between a leader and a follower.” Steve Jobs

Roofing Wins 2015 RPM Innovation Award

Yesterday, RPM chairman Frank Sullivan sat down again with CNBC's Jim Cramer on Mad Money to discuss RPM's success (sales up 8%, earnings 20% this quarter; the almost unprecedented feat of paying a dividend 42 straight years) and, in particular, two exciting products that will help drive the company's continued growth: Rust-Oleum's Rock Solid, for garage floor coatings, and AlphaGuard!

Naming Tremco Roofing and holding an AlphaGuard sample created by our product team, Mr. Sullivan gave Mad Money's national audience a succinct overview of a major challenge in roofing (“coming off warranty and at the end of their useful life is over a billion square feet of roofing”), AlphaGuard's composition and benefits as a system that can “extend (a roof's) life 10 or 20 years at one-third the cost of rip-off and replacement”, and a process that does not contribute to landfills.

The interview will give you one more reason to feel very proud, and confident, to be part of Tremco Roofing and RPM. Please watch it as soon as you can at: <https://www.youtube.com/watch?v=c4DuYAny6nE&feature=youtu.be>

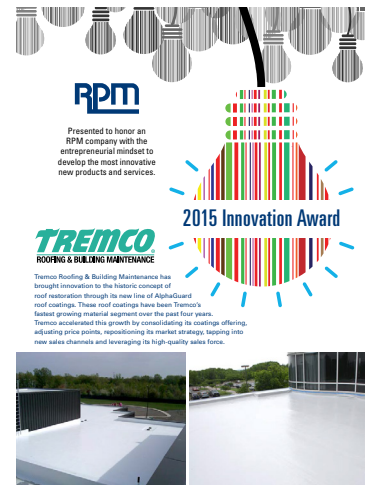
You can also access it from Tremco Roofing's LinkedIn page.

One area Mr. Sullivan highlighted is innovation, an underpinning of RPM's achievements, stating that “innovation is the lifeblood of any business.”

It's certainly the lifeblood of Tremco Roofing, with our storied history of roofing “firsts”.

The AlphaGuard family is the latest in that long line of cutting edge developments, and it had an amazing 12 months...tremendous growth, new customers nationwide, the BIO and BIO NR line extensions, the first Frank C. Sullivan Fluid-Applied Sales Representative of the Year Award...

And the best accolade of all -- the AlphaGuard line and Tremco Roofing were named the winner of RPM's 2015 Innovation Award.



THE sale

ONE KEE SAFETY PROJECT

Sales: Jesse Harness

Administration: Paula Coombes

Arizona Public Service

Kee Safety System/Kee PR

\$9,600.00

Today known as the “168 Awards”, RPM began its internal recognition program in 2013. There are two categories:

- **Innovation**, which honors an RPM company with the entrepreneurial mindset to develop the most innovative new products and services; and
- **Connections Creating Value**, recognizing the RPM companies that have best exemplified successful collaboration to grow their businesses.

THE sale

SEVEN PATCH AND REPAIR PROJECTS

Sales: Sten Johnson/David Terzian

Customer Service: Monica Garcia

WTI: Larry Gastelum/Jessica Rink

University of California Medical Center

\$44,725.00

Sales: Scott Bertke/Gary Reynolds

Customer Service: Kelly Hager

WTI: Debbie Jones

American Electric Power

\$40,200.00

Sales: Justin Ranck

Customer Service: Lindsey Mellinger

WTI: Steve Reeves/Lindsey Mellinger

Winn Dixie -- United Corders Incorporated

\$38,007.00

Sales: Jesse Harness

Customer Service: Monica Garcia

WTI: Kjell Nykreim/Jessica Rink

Winco Foods LLC

\$32,00.00

Sales: Ryan Tolsma/Steve Tolsma

Customer Service: Monica Garcia

WTI: Larry Gastelum/Jessica Rink

Redlands Unified School District

\$30,240.00

Sales: Greg Luterman/Jeff Jones

Customer Service: Maria Quezada

WTI: Rick Baker/Jessica Rink

Northrup Grumman

\$28,325.00

Sales: Dan Lajeunesse

Customer Service: Monica Garcia

WTI: Brian Baker/Jessica Rink

Agbayani Construction

\$25,500.00

With all the great RPM products, what did we do that stood out so significantly?

As our award states, "Tremco Roofing & Building Maintenance has brought innovation to the historic concept of roof restoration through its new line of AlphaGuard roof coatings. These roof coatings have been Tremco's fastest growing material segment over the past four years. Tremco accelerated this growth by consolidating its coatings offering, adjusting price points, repositioning its market strategy, tapping into new sales channels and leveraging its high-quality sales force."

Fluid Applied Systems Director **Chuck Fitzgerald** headed the award submission process, developing a high-impact video tracing the importance of roof coatings to both RPM and Tremco Roofing, and writing a detailed review that covered the market opportunity, strategy, results, and future projections and initiatives

The title of our submission-- Roof Restoration: The Once and Future King.

Congratulations to our colleagues at Carboline, winners of this year's Connections Creating Value Award.

ALPHADOG MATERIAL AVAILABLE TO ORDER

The AlphaDog was turned loose at Conference!

This symbol of our AlphaGuard line of fluid-applied coatings appeared on hats, shirts, presentations, and elsewhere. **Chuck Fitzgerald's** presentation at dinner recounted the AlphaDog's history through the millenia...at Sparta, crossing the Delaware River, on the battlefields of Europe.

Since October, a number of requests have come in for AlphaGuard promotional items and apparel. As of this week, you can now order AlphaDog t-shirts, mousepads and U.S. and Canadian hats off the Roofing website.

Just log in and click Sales Reps, Order Promo items, and AlphaGuard.



FENNICK TO HOST WEBINAR ON ROOFTOP CLEANING, PREPARATION

On Thursday January 21, RoofTec product manager **Ryan Fennick** will host a NRCA University Webinar entitled “Best Practices for Compliant Rooftop Cleaning and Preparation” at noon Central Standard Time.

The webinar is free to NRCA members, \$55 for non-members.

Don't let the cost be an issue! Because Tremco Roofing has a corporate NRCA membership, you can become an individual member and see the webinar for free! To do so:

- Go to www.nrca.net and click “Register” in the upper right
- Complete the form using any ID and password you want
- Use Member Number 1535 and 44122 as the Member Company Postal Code; Submit.

The logo features the word "THE" in a small, bold, sans-serif font above the word "sale" in a large, bold, italicized, sans-serif font.

Sales: Dan Fiechtl
Customer Service: Mary Curry
Standard Roofing
City of Norman
Norman, OK
\$207,027.00

Sales: Justin Ranck
Customer Service: Mary Curry
Childers Roofing
Cape Canaveral Hospital
Cocoa Beach, FL
\$132,810.00

ONE WARRANTY RENEWAL/EXTENSION

Sales: Tom Foley
Administration: Debbie Grabowski
Cambridge Affordable Housing
\$54,402.00

Here is the description from the NRCA website, plus the link for more information and to register for the webinar.

“Are you putting your company and/or your building owner customers at risk for violating the Clean Water Act by how you clean and prepare your roofs for maintenance or restoration?”

An extension of the Clean Water Act (1972), the National Pollutant Discharge Elimination System (NPDES) is a permit system for regulating point source discharges. Power washing and other means of surface preparation and cleaning of rooftop surfaces requires an understanding of the local regulations related to NPDES permitting.

Join us for this one-hour webinar presented by **Ryan Fennick**, RoofTec product manager for Tremco Roofing and Building Maintenance, to learn what these regulations mean to you, where they are in effect, and best management practices to insure compliance with regulations and codes.

Take advantage of this free NRCA membership benefit, and tune in to this live opportunity to stay up to date with issues affecting your business!

Item #: WEB012116”

The link to the webinar is:

<http://www.nrca.net/store/detail/nrca-university-webinar-best-practices-for-compliant-rooftop-cleaning-and-preparation/1447>

This is great timing to promote RoofTec to the roofing contractor market. Less than a month later, on February 17-19, RoofTec will be a significant part of our huge presence at the International Roofing Expo (IRE), our industry’s preeminent trade show and conference.

Our RoofTec product clinic, across the aisle from the Tremco Roofing booth, will include the RoofTec truck, equipment and subject matter experts; rather than running at scheduled times as most IRE clinics do, ours will be going from the time the Expo doors open each day until closing time, giving us unprecedented exposure to this critical audience of roofing contractors.

Between the great visibility the RoofTec system had at the 2015 IRE, the positive reception it’s received in the past year and the January 21 webinar, we expect to be extremely busy during those three days!