



Marketing Announcement

Updated Window Labels
All Products
January, 2020

To: MI Sales Representatives, Dealers, Distributors, and Installers:

In an effort to improve information accessibility for installers and homeowners as well as ensure proper labeling of products, we will be issuing new labels for all products. Installation recommendations have been removed from the back of the MI label and have been replaced with a QR code/URL to access the recommendations on our website www.miwindows.com. Additional codes/URLs have been added to the MI label for:

- Connecting with MI's CustomerCare team at miwindows.com/customer-care
- Reviewing our products online at miwindows.com/review
- Viewing care & maintenance recommendations at miwindows.com/product-care
- Registering an order at miwindows.com/register. MI will donate \$1 to charity for every order registered.

When will this change take place?

Updated labels will start to appear in the field throughout the first quarter of 2020.

Why is this change being made?

This change provides installers with quick access to easy-to-understand installation recommendations specific to the type of product they are installing in lieu of the generic recommendations on the previous label. The new labels are also intended to reduce the number of improperly labeled (branded) products through an enhanced in-house scanning process using codes on the back of the labels.

How will this change impact homeowners?

Window installers should leave at least one label with homeowners after installation, which will allow homeowners to utilize reference links pertinent to them (care and maintenance recommendations, contacting MI's CustomerCare team, registering an order, and leaving a review).

Contact your territory sales representative or regional manager for more information, or visit www.miwindows.com.

Sincerely,

A handwritten signature in black ink that reads "Joshua L Williard".

Josh Williard
Director of Products