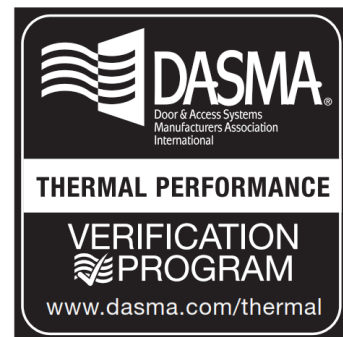
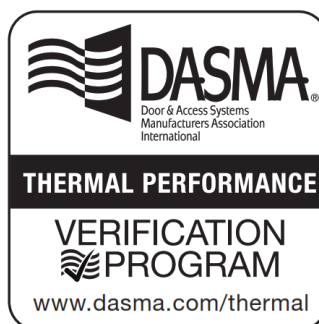


DASMA Thermal Performance Verification Program Labelling and Marketing Guidelines

1. Badge Guidelines

- a. Participants in the program shall use the badge prominently on marketing materials both printed and digital to indicate their participation in the program.
- b. Minimum size 1.25"
- c. Minimum 0.25" space around the badge
- d. Permitted colors include Black, PMS 320, and White



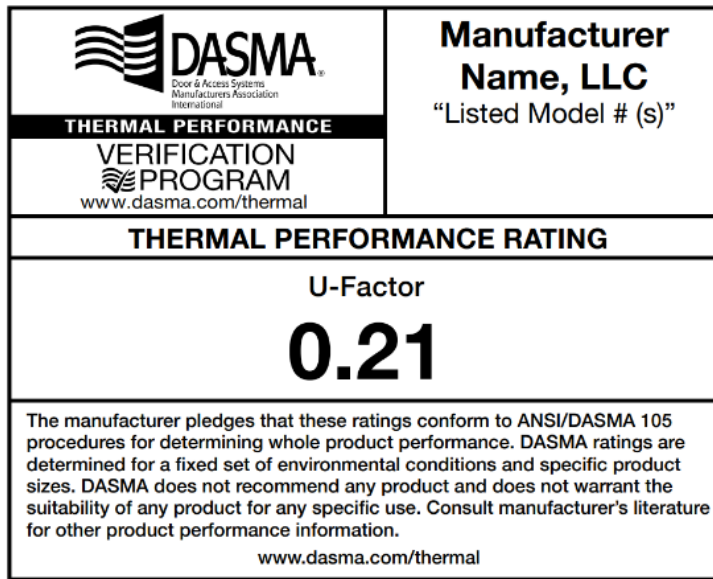
2. Icon Guidelines

- a. Participants in the program shall use the icon to identify individual products on both printed and digital materials to indicate products listed in the program.
- b. Recommended minimum size 0.1875"
- c. Recommended minimum 0.0625" space around the icon
- d. Permitted colors include Black and PMS 320

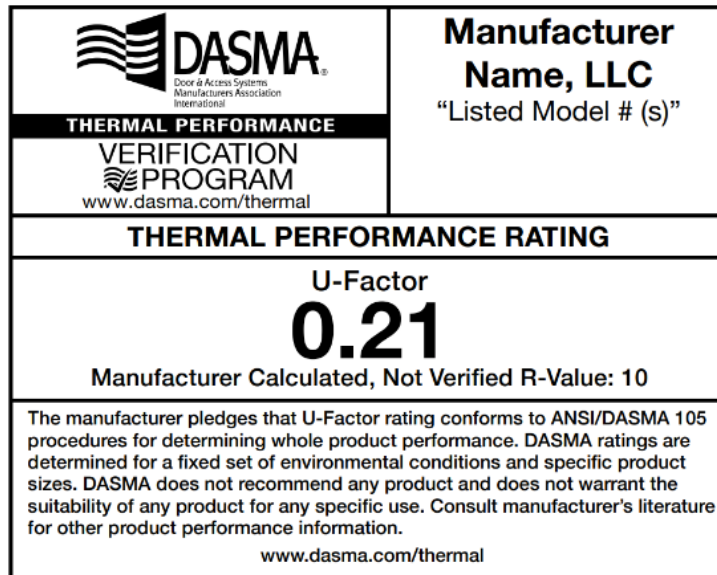


3. Label Guidelines

- a. Participants may use, but are not required to use, the DASMA Thermal Performance Rating Label with specified tested assembly U-factor for the sectional garage door.



- b. Participants in the program may add an optional, unverified, calculated section R-value to accompany the DASMA Thermal Performance Rating Label.



- c. Minimum size 4.25" wide
- d. Permitted color is Black
- e. Additional width can be added for listed models
 - i. DASMA logo to remain fixed
 - ii. Center content underneath

4. Marketing Restrictions and Requirements

- a. For listed sectional garage door models, participants that choose to provide an optional, unverified, calculated section R-value shall always provide a verified tested assembly U-factor with the calculated section R-value. The tested assembly U-factor shall be shown more prominently, in bigger font that is at least 50% larger than the calculated section R-value, and appearing first, before the calculated section R-value. In product specifications, e.g., CSI standard documents, where font is not variable, the U-factor shall appear first.
- b. Participants shall not provide, represent, or publish any other thermal performance rating or numerical marketing representation, including, but not limited to, U-value and R-factor for any listed or not listed sectional garage door model.
- c. Participants may make no other display of the marks of DASMA in any context other than to convey membership in the organization if they are indeed members; or as a “Participant – DASMA Sectional Garage Door Thermal Performance Rating Verification Program”.
- d. Participants, in all marketing literature, websites, and publications, must effectively differentiate sectional garage door models that are listed from sectional garage door models that are not listed, using section division or page separation or program icon associated with a specific sectional garage door model that is listed to avoid any potential confusion as to the listing status of the sectional garage doors depicted in that portion of the marketing publication.
- e. When first entering the program, participants are permitted to exhaust current inventories of printed marketing assets that refer to thermal performance ratings during the first year of participation. Digital marketing assets that refer to thermal performance ratings shall be updated upon entering the program to reflect program requirements.
- f. Participants are permitted to exhaust current inventories of printed marketing assets that refer to thermal performance ratings when modification of the assets is necessary due to changes in ratings or other events. Digital marketing assets that refer to thermal performance ratings shall be updated within 60 days.
- g. Point of purchase displays and related materials in the field will be updated as such programs allow.