

CURRENT BUILD TIMES

Steel Pinnacle/Athena – 2 weeks
Aluminum Pinnacle/Athena – 3 weeks
Copper, Flush, and Gateway – 1 week
Composite Wood – 4 weeks
All others – Will Call 4 Days / Trucks 3 Days

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Martin Pricing Memo - Final

1/30/2017

Dear Martin Dealer,

As a follow up to our pricing memo sent 1/15/17 (reprinted here with minor modifications) please find attached the new pricing sheets. Also, based on your input, we are continuing to offer the Flush Ribbed door.

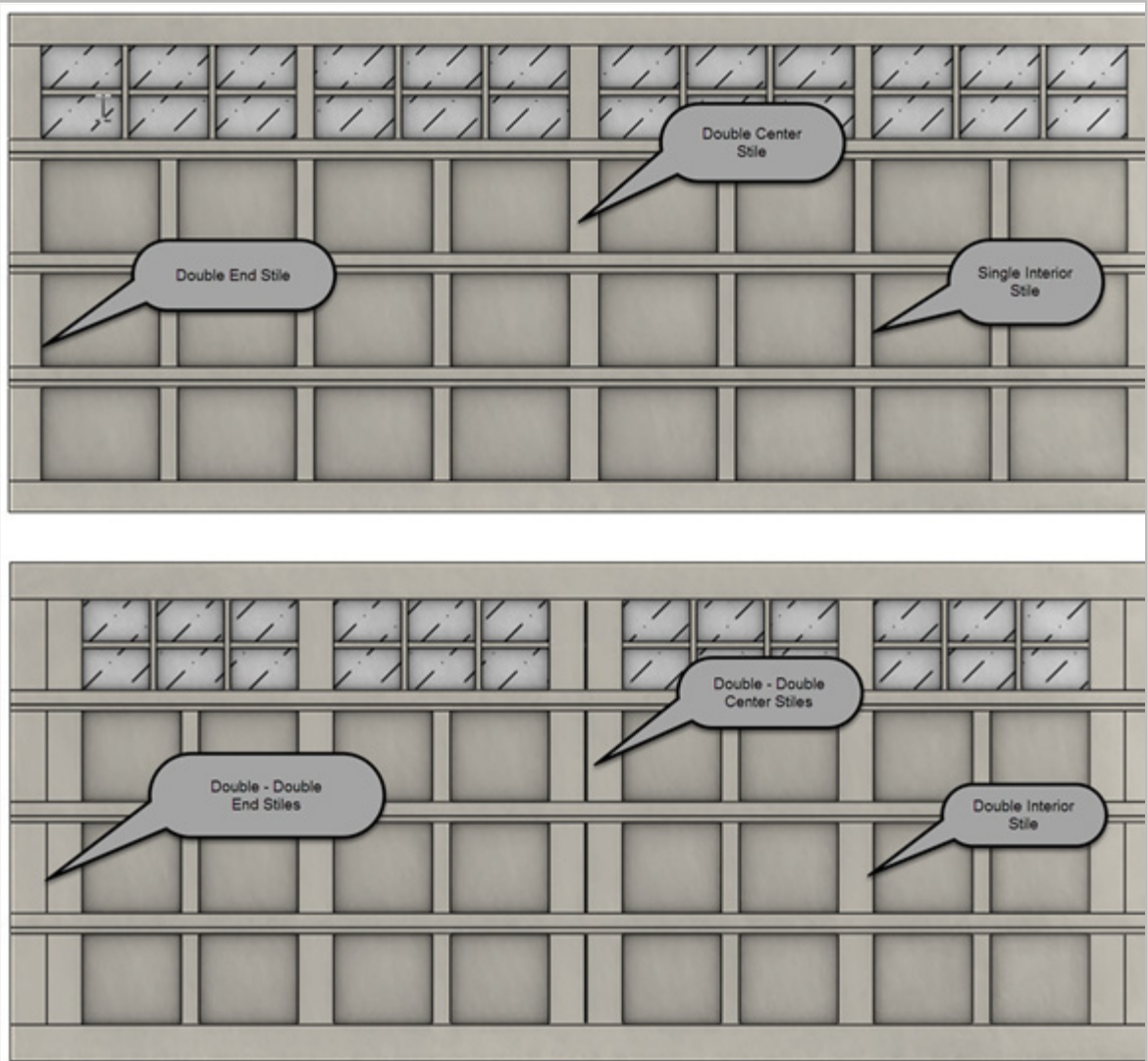
2017 Pricing. For the 3rd year in a row, Martin will not implement a general 2017 price increase. We are, however, making price adjustments to a few specific areas. (*detailed pricing sheets attached*):

- a. We have introduced a new R14 true flush Cornerstone door which has **lower pricing and higher quality** than our previous flush door. **For example, a 16x8 R8 flush door with premium h/w was \$1,236 now a R14 flush door is \$904 for a savings of \$332.**
- b. We will continue to offer a “Flush Ribbed” door at the old pricing however there will be a \$100 additional set-up fee. Old joint is no longer available on in any

Flush door. All 7' or 8' high Flush doors will be 4 sections. Smooth Flush doors will continue to be available at the old pricing and must be powder coated.

- c. We are adjusting glass pricing to be consistent with our raw material costs. This will result in higher pricing for some glass types but lower pricing for others. **For example, smoked insulated glass decreased by \$2.17 sq ft but clear glass increased by \$0.51 sq ft.**
- d. Multiple dealers have told us that our premium woodgrain steel is the most realistic in the industry, as a result of woodgrain steel price increase, **an 8x7 woodgrain door will now cost \$56 more than before.**
- e. The base door price for long panel Athena, Steel Athena, Pinnacle and Steel Pinnacle doors will decrease. Due to the added materials and increased labor of hand constructing short panels in these doors, the base price for short panels will increase. **For example, a 16x8 long panel Pinnacle or Athena will decrease by \$30 but a 16x8 short panel will increase by \$120.**
- f. We are adding double-double stile and double stile upgrade options to all Athena and Pinnacles (see picture below). **A double-double steel stile upgrade will cost \$15 per foot height and a double steel stile upgrade will cost \$3 per foot height.**
- g. As previously announced, we are offering SA/SP and ribbed doors in smooth finish (no embossment). All smooth steel doors will incur a 10% premium and must be powder coated.
- h. Please remember to carry ALL doors over 15' vertically - we are seeing possible damage from doors being carried flat.

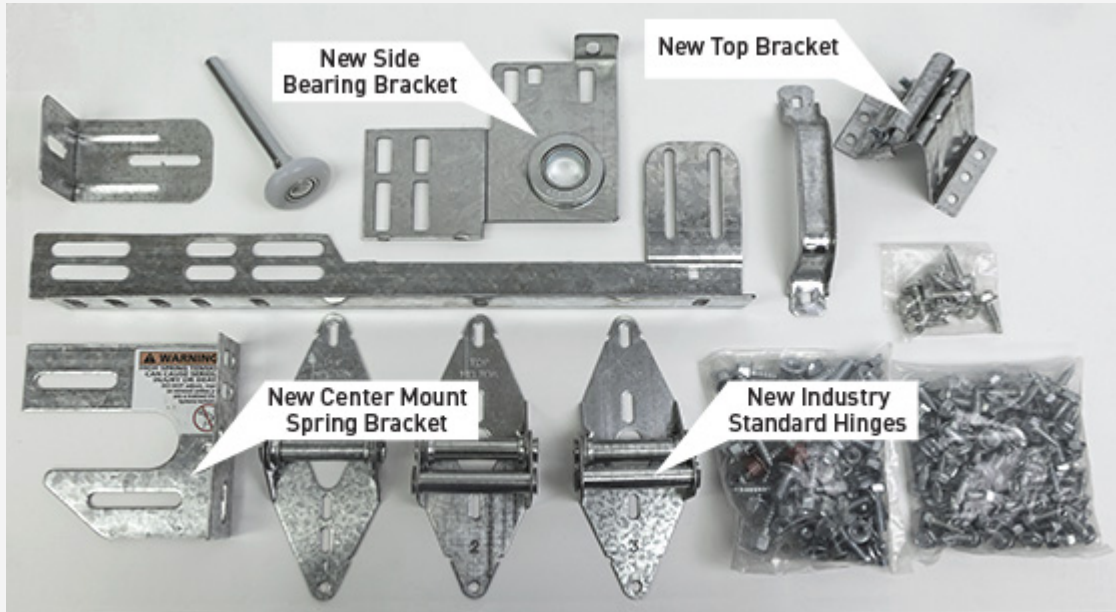
All price changes will go into effect 2/15/17.



Other:

- a. We have updated our website with more pictures, larger color swatches and other new features. Please let us know what you think.
- b. The dealer trip is coming up fast so, for those who are going, make sure your arrangements are finalized. Remember, a dealer account must be current to attend the trip.
- c. We do have hinges and handles, but the Martin standard hinges and handles are still not here. We should see those in stock at the end of the month.
- d. Beginning in February, please remember that we are shifting to more industry-standard *basic* hardware as shown below: (our Premium hardware will remain the

same and will now be packaged in a uni-pack box)



If you have any questions please contact your sales associate or customer service (info@martindoor.com, sales@martindoor.com), or visit us online. We are ready to help.

Thanks to all of you for making 2016 Martin's best year since 2013,

Martin Door

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