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Manufacturers Information Packet

Please Allow us to Introduce Ourselves . . .

We are PaletteApp!

PaletteApp is the largest CSI resource library of its kind. We are not a marketing site but rather a resource for the entire commercial construction industry. The platform does not promote any one manufacturer over another. What products are presented to the user is solely based on the filters that the user selects to find the product that they are searching for. The site then randomizes what products are presented to the user so that we insure a completely neutral platform.

Our goal is pretty simple: eliminate waste in the commercial construction industry. Wasted time by architects and designers searching for product, ordering samples or finding specifications, wasted samples for manufacturers, and wasted cost by manufacturers in making sample books. Our goal is not to eliminate the need for samples, simply reduce the number of wasted samples and make the process more efficient.

So how do we make money? PaletteApp feels that it is our responsibility to provide our users the most extensive neutral library and that access should be free. We make money from the premium tools that we develop that save significant amounts of times for architects, designers, contractors, sub-contractors, manufacturers, reps, etc. Manufacturers on the site are not required to pay a monthly fee or subscribe to our Rep App and regardless of whether the manufacturers do or do not subscribe to our Rep App, will not affect how their products appear on the PaletteApp platform.

In short, think of us as a SaaS (Software as a Service) tool, similar to Word or Excel. We simply make the job for the user more efficient.

'PaletteApp is a SaaS company that provides the construction industry with a robust database of product information. PaletteApp is not an advertiser, distributor, or manufacturer of the products that appear in its database. Mere reference to product information in the PaletteApp database does not signify sponsorship, affiliation, or approval of PaletteApp by the manufacturer. Product samples ordered by PaletteApp users are provided directly from manufacturers.'

PaletteApp Site Benefits and Information:

Marketing Stats:
Marketing people always want to know stats and since we are not a marketing site, we do not share or sell data, period. In fact we do not even collect data on our users except for color selections. However we do have a couple of stats to hopefully appease the analytic types.

No of US Cities With PA Platform Users:	1520
No of Cities Outside the US With Users:	230
No of Countries Utilizing PA Platform:	81
No of Top 100 Firms With Users on the PA Platform:	72
No of Companies Outside Design using the PA Platform:	210
No of Schools Using the PA Platform:	273

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How We Load Product:
When loading a new manufacturer we build a json, which is a computer program that crawls the manufacturers site and downloads that data into our product loading tool. The product loading tool allows us to format the information so that there is a consistency of information and product layout regardless of the product type. Manufacturers who work with us can let us know when they have new or discontinued products and we will rerun the json program to update their products. Manufacturers who do not cooperate with PA are scraped once a year to keep their products current.

How We Market Products:
If you review the site, you will notice products featured on the home page. The products featured are selected by our internal design team. Manufacturers do not and can not buy a spot on our home page. We also send out weekly emails blasts featuring product, projects and anything else we find interesting. Again, a space on these emails cannot be purchased but these emails and banners are effective. We have an almost 30% open rate on our emails and almost every manufacture featured in an email gets several new project sample requests minutes after the email goes out.

How We Determine Which Manufacturers to Load:
PaletteApp has compiled a list of over 1600 manufacturers that we plan to load onto the PaletteApp platform. The order in which these manufacturers are loaded is based on the input given by three of the largest global design firms. If a manufacturer wishes to jump to the front of the line, we can review the manufacturers site and determine the fee to build the jsons in an expedited manner.

User Screening:
The PaletteApp platform was developed for the professional commercial construction industry. Every user that signs up for the site is screened and only certain user types are allowed full access to the site. We are very protective of the manufacturers and the cost of sampling and are very diligent in ensuring that any sample request has been vetted.

Benefits to the Manufacturer:
- Reduction in excess sample ordering. Through the palette builder tool, users can see all of their finishes together prior to ordering, eliminating samples that do not work for their palette. We have seen a reduction of redundant fabric sample waste by over 80%, carpet by 50%. We will continue to measure this information and work diligently to reduce the 72% of samples ordered and then discarded.
- Less time for your Customer Service Department or rep to spend on handling a sample or specification requests. If you have an automated system, we will gladly work with you to tie in our system.
- Less time for your Customer Service Department or rep to spend on assisting architects or designers in creating a project binder and specification book. This equals more selling time for the rep.
- Produces a better quality of lead by screening all users and only allowing professionals in our industry the ability to order samples
- Collects better data for these leads, such as Project Name, Project Size, Project Budget and Project Location and feeds this data to the manufacturer.

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- Provides the manufacturer with better project intelligence and expands your reach deeper into the A&D market.
- Our ultimate long-term goal is to reduce the need to make costly sample books at all.

Benefits to the Rep:
- Reduction of time gathering and sending specification, warranty, maintenance, installation and misc. documents for the user.
- Access to potentially more clients, especially smaller firms that typically get ignored.
- Better project data collection

Benefits to the Architect/Designer:
- Reduction of time searching for product.
- Reduction of time ordering samples.
- Reduction of time downloading specification information.
- Reduction of time creating project binders.
- The basic tools will save a four person design team 30 days per year

Benefits to the GC/Sub-Contractor:
- Easier access to finding products, especially specialty products.
- Reduction of time ordering samples for submittals.
- Reduction of time downloading specification information.

Premium Products:

PaletteApp Rep – A subscription based and web-enabled app for manufacturer representatives
Function: Allows manufacturer reps to manage clients project info, order their own samples (etc.)

Benefits to the Manufacturer/Rep:
- Reduces time to order samples. Can process reps own samples for customer in seconds on site, along with reducing the amount of time to find and send technical data.
- Will allow reps to coordinate customer/order data on PaletteApp with organizations CRM of choice (Salesforce, Sugar, PaletteApp, etc.)
- History of all sample orders for future review
- Saves 5-7 hours per week per rep allowing for additional appointments with clients. Multi-line reps will save even more time.

PaletteApp Student – Provide a **limited** number of samples (60/yr) to students enrolled in architecture and interior design programs. This is a subscription-based service for the students.

Benefits to Manufacturer:
- Establish early relationships with students who will become customers at design firms after graduation.
- Provides student quality and up to date product samples and information for their projects
- Minimizes the time it takes a student to compile a palette

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- Reduces the amount of time it takes to download specifications and project binder
- Students can only order 60 samples per year and pay an annual subscription fee. This will minimize the worry of excess sample ordering by students

PA Annex (2016) – This will be a new site that is linked to our database. Manufacturers will be able to sell discontinued or excess inventories. Because of the link to our database, any discontinued product information will be automatically loaded, reducing the amount of time it takes to upload product for sale. The site will also allow subcontractors to sell excess or left over materials from their projects. PaletteApp will manage all of the sales process including any applicable taxes and shipping.

Color Forecasting (2016) – You will have options for viewing the colors selected for your products, your entire industry or all industries on the PaletteApp platform. This tool will help you better determine which color ways to offer for a new product line. (Subscription Service)

Database Storage (2016) – PaletteApp would be happy to store your data in our database. As mentioned before we do not sell or share data, so the information would be secure and readily accessible.

White Label Sites (2016) – PaletteApp has been asked by several large manufacturers to be the only product on the platform for their type of product. While this is not feasible for PaletteApp, we can build a site that would be linked to your companies website that has all of the products featured on the PaletteApp platform but you as the manufacturer could remove any manufacturer or manufacturers product that conflicts with your current product offering.

Site Tools:

Palette Builder Tool – Users can create visual palettes of materials for projects.

The PaletteApp user can sort thousands of products in a matter of minutes to select their fabrics, furnishings and finishes for their project.

Benefits to Manufacturer:
- Reduces sample waste. Users are able to see all of their finishes together and will order only the samples they need to present to their clients vs ordering an entire line hoping to find what will work for their design.
- PaletteApp reaches customer in territories and areas where there is minimal rep coverage or no reps at all.
- User can quickly and easily download specifications and create a project binder, reducing the time the manufacturer rep or customer service department has to spend sending technical data to the architect or designer.

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Future Reports That We Are Building For Manufacturers:

Product Views – Which products have been viewed and how many times for each, but not who.

Palette Inclusions – Each time a product is included in a palette, whether ordered or not, it will be included in the report. Both the product name and colorway is included. This can be used as part of your product and color forecasting efforts.

Sample Orders – Any products ordered during the month will be documented on the report, and a history of all sample orders will be available.

Sample Report Copy - Included at the end of this document.

Manufacturer/User Support:

Support: Our team will be traveling the country visiting both our manufacturing partners and A&D professionals. We are doing this in an effort to bolster the awareness for the PaletteApp site and to support your sales staff. We are available to travel with your reps, train your reps and clients on how to efficiently use the site and for your national sales meetings as well. All we ask is that you schedule a minimum of four (4) client meetings per day. The focus, of course, will be solely on your companies products and how they allow PaletteApp to be a more robust site for your clients.

Conclusion: We are happy to have your products on PaletteApp! PaletteApp is poised to become the largest, most useful digital CSI library of its kind. Your feedback and input are not only encouraged, but are necessary in helping us reach this lofty goal. If you have a question, comment or concern, please contact a PaletteApp Team Member to help you with your inquiry or question. You can reach us at (877) 242-9673.

Thank you very much for your time.

Some of the 11,000+ Firms with Users on PaletteApp:

A&D Firms:

AECOM	Cooper Carry
AEDIFICA	Corgan Associates
ASD	Daroff Design + DDI Architects
Ballinger	DBI Architects
Baskervill	Design Duncan Miller Ullmann
Bergmeyer Associates	DiLeonardo International
Callison	DLR Group
Cannon Design	Dwp l design worldwide partnership
CBT Architects	EDG Interior Architecture and Design
CDC Designs	Elkus Manfredi Architects
Checkland Kindleysides	Environetics
Cheng Chung Design	EwingCole

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Fentress Architects
FKP Architects
Flad Architects
Francis Cauffman
FRCH Design Worldwide
FXFOWLE Architects
Gensler
Gettys
Gresham, Smith and Partners
Harley Ellis Devereaux
HBA
HDR Architecture
HKS
HLW International
HMC Architects
HOK
Huntsman Architectural Group
IA Interior Architects
Kasian
KNA Design
Lawrence Group
Leo Daly
Little
LS3P Associates
M Moser Associates
Mancini-Duffy/TSC
Marc-Michaels Interior Design
Milo Kleinberg Design Associates
NBBJ
Nelson
OTJ Architects
PageSoutherlandPage
Partners by DESIGN
Perkins + Will
Perkins Eastman

Peter Marino Architects
Planning Design Research
Populous
Rapt Studio
RMW Architecture and Interiors
Robert A.M. Stern Architects
Rockwell Group
Roger Ferris + Partners
Rottet Studio
RSP Architects
RTKL Associates
Shepley Bulfinch
Shlemmer Algaze Associates
Skidmore, Owings, & Merril
Smallwood, Reynolds, Stewart
Stewart & Associates
SmithGroup JJR
Space Matrix Design Consultants
Spector Group
Staffelbach
Steelman Partners
Stonehill & Taylor Architects
STUDIOS Architecture
Swanke Hayden Connell Architects
Ted Moudis Associates
The H. Chambers Company
The Switzer Group
TPG Architecture
Tricarico Architecture and Design
VeenendaalCave
VOA Associates
Vocon
Ware Malcomb
Wilson Associates
Wimberly Interiors (a design group of WATG)

Corporate

Abbott
Advocate Health Care
American Honda Motors
AT&T
Barclays Bank
Bass Pro Shop
Bob Ton Stores, Inc.
Booz Allen & Hamilton
NIKE Brinker International
Office Max Center for Disease Control
Citadel
DELL Computers
DFW Airport

General Growth Properties
Hallmark
HCR Manor Care
Hilton Grand Vacations
Holiday Inn Express
JC Penney
John Hopkins Health System
Kimberly-Clark
Kohl's
Leo Burnett
Lettuce Entertain You

Life Fitness

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Lowes
NASA Johnson Space Center
NBC Universal
PepsiCo
Sears Holdings
Siemens
Sony Pictures Entertainment
Federal Reserve Bank
Stanley Black & Decker FedEx
Staples
State Farm

Sun Financial Group
Target
Toyota Motors of North America
Tyson Foods
Viacom
Walt Disney Imagineering
Jones Lang LaSalle
Whole Foods Market Kaiser
Permanente
Zale Corporation

Government Agency:

Aéroports de Paris
ARMY
Atlanta Center fro Disease Control
City of Austin Library Department
DC Government
Department of Veterans Affairs
DFW Airport
Federal Reserve Bank of Atlanta
GSA
Kansas City VA Medical Center
Missile Defense Agency

NASA Johnson Space Center
State of CA
State of NE
State of Oklahoma
State of Tennessee
US Air Force
US Department of Defense
US Army Corps of Engineers
US Bankruptcy Court
US Marine Corp
VA Hospital

Education:

We have students at 183 schools with 273 locations in 18 countries using PaletteApp

Some of these schools are:

American University
Amherst College
Arizona State University
Auburn University
Ball State University
Bellevue College
Boston Architectural College
Boston University
Bowling Green State University
Brigham Young University
Colorado State University
Columbia College Chicago
Cornell University
Fashion Institute of Technology
Florida State University

George Washington University
Harrington College of Design
Illinois Institute of Art
Indiana University
Iowa State University
Kansas State University
Kent State University
Louisiana State University
Loyola University
Marymount University
Massachusetts Institute of Technology
Mercer University
Miami University
Michigan State University
Mississippi State University

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New York School of Interior Design
Ohio State University
Oregon State University
Parsons School of Design
Pennsylvania State University
Princeton University
Purdue University
Radford University
Rutgers University
Savannah College of Art and Design
Syracuse University
Texas A&M University
Texas Tech University
Tulane University
U of C Berkeley
UCLA
UNC at Chapel Hill
University of Arkansas

University of Cincinnati
University of Kentucky
University of Maryland
University of Miami
University of Minnesota
University of Missouri
University of Nebraska
University of Nevada, Las Vegas
University of North Carolina
University of Notre Dame
University of Oregon
University of Tennessee
University of Texas/Austin
University of Virginia
University of Wisconsin
Utah State University
Virginia Tech
Washington State University

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Sample Request Form:

The following is a copy of the detailed sample request you will receive every time a client orders your products:

Sample Request Submitted

Dear Sample Express (Blank),

This is a notification that a sample request has been submitted for the following product(s).

We've also included the contact information for this user as well as some details about their

project.

PaletteApp Sample ID: #236

Date Submitted: 08/07/2012 at 02:04 PM

Users Information

Users Name	Jane Doe
Company Name	Anywhere Design
Email	JDoe@anywheredesign.com
User Type	Commercial Architect

Project Information

Project Name	Really Big Office Space
Project Location	Middletown IL United States
Project Size	16,000
Project Budget	$$$$
Application	Commercial

Shipping Information

Name	Jane Doe
Company Name	Anywhere Design
Address	2112 Rush Ave. Middletown IL 61614 United States Address Type: Firm Address
Phone	3091001001

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Shipping Preference		Ground

Samples Requested

PaletteApp Id	Product Number	Product	Qty
00001	S000 – BSM0	**Awesome Stuff – You Rock**	1

Thanks for being part of the PaletteApp.com library! PaletteApp is sponsored and supported by manufacturers like you.

Create and Share Palettes

Thousands of Products

One Touch Sample Ordering

Unique Filtering System

Create your own libraries

One Touch Spec Downloads

PATENT PENDING | Questions? Email us at: samples@paletteapp.com

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Maximizing Your Companies Visibility on the PA:

Main PA Contact Name: _____

Address: _____

City: _____

State: _____

Email: _____

Phone: _____

Sample Email Address: _____

Filters and Site Product Optimization: Return to PaletteApp

PaletteApp uses a unique set of filters to help the user more quickly find products. By checking off the boxes that best apply to your products, you ensure that when a user is looking for your type of product, they will find it. We use a series of default filters— we only need the products that fall outside of these default filters. IF ANY OF THE INFORMATION REQUESTED IS ON YOUR WEBSITE, YOU CAN SKIP THOSE SECTIONS.

We need the following information:

Filters:

Application – Simply check the boxes that apply to your products.

Commercial
      Corporate
      Cultural
      Educational
      Government/State Contract
      Healthcare
      Hospitality
      Institutional
      Preservation
      Retail
      Sports/Recreation
      Transportation

Residential
      Single Family
      Multi-Family

Budget – We use dollar signs for the most part. This tool helps the user to have an idea of how your products compare to your competitors, not all types of products. Are you the low cost provider $, the premium brand $$$$$, or somewhere in between (if you have multiple product types, just tells us which applies to each). We do not need your price list, only $$ signs. If you wish to provide your pricelist, a PP technician will implement the filters. If your pricing is on your website, you can ignore this section. We use $$$ as the default setting so we only need budget numbers for products that fall above or below this medium price range.

$	Very affordable
$$	Somewhat affordable
$$$	Medium range
$$$$	Somewhat expensive
$$$$$	Top of the line

For textiles and carpet, please follow the key below.

Fabric pricing:		Carpet pricing:	
$	Under $20/yd or sq. ft.	$	Under $15/sq. yd.
$$	$20-39.99	$$	$15-19.99
$$$	$40-59.99	$$$	$20-24.99
$$$$	$60-79.99	$$$$	$25-29.99
$$$$$	$80 and up	$$$$$	$30 and up

Quick Ship – Are some or all of your products available in two weeks or less?
    All Products
    Some Products (provide a list)

Color – PaletteApp's trained staff determines the primary and secondary color for all products on PaletteApp. We have 36 colors that we use to sort products.

Ships To – Please let us know by checking the adjacent circle which countries you currently do business in. The sorting tool is important for users in the US working on projects outside the US or for users in other countries. No one wants to select a product that they cannot use and we do not want to waste manufacturers samples or time on projects that are in countries that they do not support.

O All Countries	O Antigua And Barbuda	O Bangladesh	O Bosnia And Herzegovina
O Afghanistan	O Argentina	O Barbados	O Botswana
O Åland Islands	O Armenia	O Belarus	O Bouvet Island
O Albania	O Aruba	O Belgium	O Brazil
O Algeria	O Australia	O Belize	O British Indian Ocean Territory
O American Samoa	O Austria	O Benin	O Brunei Darussalam
O Andorra	O Azerbaijan	O Bermuda	O Bulgaria
O Angola	O Bahamas	O Bhutan	
O Anguilla	O Bahrain	O Bolivia	
O Antarctica			

- O Burkina Faso
- O Burundi
- O Cambodia
- O Cameroon
- O Canada
- O Cape Verde
- O Cayman Islands
- O Central African Republic
- O Chad
- O Chile
- O China
- O Christmas Island
- O Cocos (Keeling) Islands
- O Colombia
- O Comoros
- O Congo
- O Congo, The Democratic Republic Of The
- O Cook Islands
- O Costa Rica
- O Côte D'ivoire
- O Croatia
- O Cuba
- O Cyprus
- O Czech Republic
- O Denmark
- O Djibouti
- O Dominica
- O Dominican Republic
- O Ecuador
- O Egypt
- O El Salvador
- O Montserrat
- O Morocco
- O Mozambique
- O Myanmar
- O Namibia
- O Nauru
- O Nepal
- O Panama
- O Papua New Guinea
- O Paraguay
- O Peru
- O Philippines
- O Pitcairn

- O Equatorial Guinea
- O Eritrea
- O Estonia
- O Ethiopia
- O Falkland Islands (Malvinas)
- O Faroe Islands
- O Fiji
- O Finland
- O France
- O French Guiana
- O French Polynesia
- O French Southern Territories
- O Gabon
- O Gambia
- O Georgia
- O Germany
- O Ghana
- O Gibraltar
- O Greece
- O Greenland
- O Grenada
- O Guadeloupe
- O Guam
- O Guatemala
- O Guernsey
- O Guinea
- O Guinea-Bissau
- O Guyana
- O Haiti
- O Heard Island And Mcdonald Islands
- O Netherlands
- O Netherlands Antilles
- O New Caledonia
- O New Zealand
- O Nicaragua
- O Niger
- O Poland
- O Portugal
- O Puerto Rico
- O Qatar
- O Reunion
- O Romania

- O Holy See (Vatican City State)
- O Honduras
- O Hong Kong
- O Hungary
- O Iceland
- O India
- O Indonesia
- O Iran, Islamic Republic Of
- O Iraq
- O Ireland
- O Isle Of Man
- O Israel
- O Italy
- O Jamaica
- O Japan
- O Jersey
- O Jordan
- O Kazakhstan
- O Kenya
- O Kiribati
- O Korea, Democratic People's Republic Of
- O Korea, Republic Of
- O Kuwait
- O Kyrgyzstan
- O Lao People's Democratic Republic
- O Latvia
- O Lebanon
- O Nigeria
- O Niue
- O Norfolk Island
- O Northern Mariana Islands
- O Norway
- O Oman
- O Russian Federation
- O Rwanda
- O Saint Barthélemy
- O Saint Helena
- O Saint Kitts And Nevis

- O Lesotho
- O Liberia
- O Libyan Arab Jamahiriya
- O Liechtenstein
- O Lithuania
- O Luxembourg
- O Macao
- O Macedonia, The Former Yugoslav Republic Of
- O Madagascar
- O Malawi
- O Malaysia
- O Maldives
- O Mali
- O Malta
- O Marshall Islands
- O Martinique
- O Mauritania
- O Mauritius
- O Mayotte
- O Mexico
- O Micronesia, Federated States Of
- O Moldova, Republic Of
- O Monaco
- O Mongolia
- O Montenegro
- O Pakistan
- O Palau
- O Palestinian Territory, Occupied
- O Saint Lucia
- O Saint Martin
- O Saint Pierre And Miquelon
- O Saint Vincent And The Grenadines

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- o Samoa
- o San Marino
- o Sao Tome And Principe
- o Saudi Arabia
- o Senegal
- o Serbia
- o Seychelles
- o Sierra Leone
- o Singapore
- o Slovakia
- o Slovenia
- o Solomon Islands
- o Somalia
- o South Africa
- o South Georgia And The South
- o Sandwich Islands
- o Spain
- o Sri Lanka
- o Sudan
- o Suriname
- o Svalbard And Jan Mayen
- o Swaziland
- o Sweden
- o Switzerland
- o Syrian Arab Republic
- o Taiwan, Province Of China
- o Tajikistan
- o Tanzania, United Republic Of
- o Thailand
- o Timor-Leste
- o Togo
- o Tokelau
- o Tonga
- o Trinidad And Tobago
- o Tunisia
- o Turkey
- o Turkmenistan
- o Turks And Caicos Islands
- o Tuvalu
- o Uganda
- o Ukraine
- o United Arab Emirates
- o United Kingdom
- o United States
- o United States Minor Outlying Islands
- o Uruguay
- o Uzbekistan
- o Vanuatu
- o Venezuela
- o Viet Nam
- o Virgin Islands, British
- o Virgin Islands, U.S.
- o Wallis And Futuna
- o Western Sahara
- o Yemen
- o Zambia
- o Zimbabwe

Interior/Exterior – Can your product be used inside or outside.

Interior
Exterior
Both

Image Quality: We will be pulling images directly from your website. The quality of the image is key. If you would like to provide us with high resolution images, simply send them via DropBox. We are also including installation images on our product pages. If you have any installation images and would like to provide them, you can do so via DropBox as well. The more high quality images, the better. Our goal is to show your products in the best possible light.

Recommended Image Specs (Print Quality):
- At least 8 in by 8 in (2400 pixels by 2400 pixels) at 300 dpi
- Acceptable formats are: JPG, GIF, PNG or TIF
- Each file should not exceed 6MB in file size
- Keep in mind the scale or pattern repeat for your product images. Users will need to be able view your product on a large scale (For instance, if a user places a rug or fabric on their palette the image should show the larger view of the product and not a cropped portion).

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Sample Options (optional): If you have more than one sample size available, please provide us a list and we will implement the option on our sample order page.

PDF Files: Please send us all pdf files associated with your products such as specification sheets, warranties, maintenance information, installation information, MSDS sheets, fire rating documents, etc. If these files are on your website then you can ignore this section.

Additional PaletteApp Options:

PA Rep App: The cost for PA Rep is $30/month/per rep

Does your company wish to subscribe to the rep app?
      Yes   _____
      No   _____

Would your company like a demo of the rep app?
      Yes   _____
      No   _____

How many reps do you have? _____

PaletteApp Student Program: There is no cost to participate in PA Student

Does your company wish to subscribe to PA Student?
      Yes   _____
      No   _____

Please send your responses back to PaletteApp at support@paletteapp.com

Thank you for your assistance and we look forward to supporting your product line.