

Ludowici Roofer PROGRAM GUIDE




LUDOWICI®

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Ludowici is an internationally renown architectural terra cotta brand located in New Lexington, Ohio. For more than 130 years, our distinctive tiles have been revered for their beauty and longevity. We are committed to honoring the beauty of the past while embracing the innovative technology of the present.

LUDOWICI ROOFER PROGRAM OVERVIEW

Our commitment to the highest quality products and services means that we must consistently hold ourselves to the highest standards. This extends to those who install our products. Roofing contractors and installers play a critical role in upholding the integrity of our products through successful installations.

Ludowici has three tiered levels of roofer programs – Factory Installation Training (F.I.T.), Crown Roofer, and Elite Crown Roofer. Each level requires stringent vetting and a thorough training process. This ensures that firms with these distinctions employ qualified and trained professionals who share our dedication to quality and meet our standards.

PROGRAM OVERVIEWS

ELITE CROWN ROOFER PROGRAM



This level is considered the top-tier class of Ludowici installers and “Level 2” of the Crown Roofer program. Achieving Elite status means enjoying all of the incentives of the Crown Roofer program with access to added benefits. This prestigious achievement means that you are considered the best of the best, do a high volume of Ludowici installations, and rise to the top. The Elite Crown Roofer level comes with its own unique branded logo that recipients can proudly display as a stand-out badge in marketing efforts. **Read the full overview on page 7.**

CROWN ROOFER PROGRAM



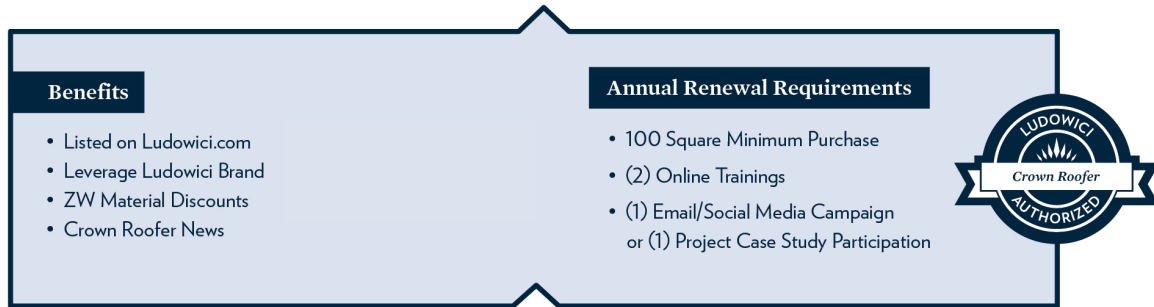
Ludowici created this program to ensure that our terra cotta products are installed professionally, accurately, and in accordance with the highest standards possible. The goal of the Crown Roofer Program is to facilitate a partnership between Ludowici and high-quality, experienced installation contractors in good financial standing with a proven track record of Ludowici architectural terra cotta product installations. The program offers incentives to which both parties benefit. Upon completion of rigorous training and evidence of good standing, roofing contractors and installers will be given Crown Roofer status. **Read the full overview on page 6.**

FACTORY INSTALLATION TRAINING (F.I.T.)



Ludowici welcomes roofing and installation contractors (of all terra cotta experience levels) to apply and attend Ludowici for a multi-day learning event. This includes a tour of the historical New Lexington tile factory (opened in 1888) and Factory of Ideas Showroom, as well as professional installation training from our in-house technical team of engineers and architects. The F.I.T. Program was created for any roofing contractors interested in learning more about Ludowici, terra cotta products, proper installation techniques, and as a potential stepping stone to enter Ludowici’s exclusive Crown Roofer Program. Upon completion, roofing contractors and installers will be given the status of Factory Installation Trained. **Read the full overview on page 4.**

LEARN MORE ABOUT PROGRAM LEVEL BENEFITS & REQUIREMENTS



CROWN levels

CROWN ROOFER ONBOARD TRAINING

Training can be completed in-person or virtually



Application and Acceptance into Crown Roofer Status
(Includes a Nomination Board Review)



Successful Completion of a Ludowici Install



ROOFING CONTRACTORS

Roofers can begin the application process by contacting their local Ludowici sales representative.



FACTORY INSTALLATION TRAINING (F.I.T.)

Located in New Lexington, Ohio, the Factory Installer Training Program is three days of intensive training that will set you on the path to become a Crown Roofer.



PROGRAM BENEFITS & REQUIREMENTS

F.I.T. PROGRAM

The primary goal of Ludowici's three-day technical training is to educate, equip, and enable roofing contractors to feel comfortable about successfully installing terra cotta roofing products. It also serves as a potential entry point and stepping stone to enter Ludowici's exclusive Crown Roofer Program.

By attending F.I.T. candidates gain:

- Knowledge of the Ludowici's rich history and innovative present through a tour of the historical terra cotta factory and Factory of Ideas showroom.
- Network opportunities with key Ludowici corporate office and factory team members.
- Hands-on Installation Training with our master terra cotta engineers and craftsman.
- Access to Ludowici marketing materials, future online trainings, support teams, and technical services.
- 75-Year Material Warranty access.

Installers who successfully complete Ludowici's F.I.T. Program will receive:

- Authorized Factory Install-Trained certificate
- Program completion ID card
- Electronic badge for website promotion

Requirements *(Annual training to retain F.I.T. status)*

A F.I.T. installer will have an opportunity to renew their credentials each year by successfully completing/participating in **two** of the following:

- Online Product Offering Training
- Online Installation Review/Webinar
- Sales Order Process Review Webinar

The local Ludowici sales representative will work with the roofing contractor to ensure the annual renewal requirements are successfully completed and reported to the Ludowici team.

OUR TRAINERS

The F.I.T. Program candidates are led by experienced engineering and architecture professionals who are well versed in product knowledge, proper installation techniques, and experienced in industry and code installation requirements.

LUDOWICI F.I.T. SAMPLE AGENDA

Contractors are responsible for a training fee plus travel expenses. Please see an updated registration form for pricing.

Travel Day *(prior to training)*

Arrival, Transportation, and Accommodations

Fly into John Glenn International Airport in Columbus, Ohio the day before training. We recommend that you rent a vehicle and stay in one of the following hotels: The Hampton Inn, Baymont by Wyndham, or Holiday Inn Express. All hotels are located in Lancaster, OH, a 30-minute commute to New Lexington.

Day One: Roofer Workshop

8am: Arrival

4757 Tile Plant Rd. New Lexington, OH 43764

8am–8:30am: Welcome & Orientation

Learn the history of Ludowici, meet the contractors, get company overview and resources, and listen to presentation.

8:30am–9am: Ludowici Presentation

Overview of Ludowici, available resources and products for installers.

9am–10:30am: Factory Tour

Learn about the tile process, color blends, and why the Ludowici products are superior.

10:40am–11am: Ludowici Presentation *(cont'd)*

12:30pm–1pm: Presentation Continues through Lunch *(lunch provided)*

1pm–2pm: Factory of Ideas

(In-class Deck Prep/Underlayment Training)
Follow along in the installation guide for this comprehensive presentation on underlayments, fastening methods, and flashing basics.

2pm–2:30pm: Interlock Characteristics & Details

2:30pm–3pm: Hands-On Underlayment Installation

Gain hands-on experience (up to 10 volunteers) preparing the deck and installing ice and water underlayment on a mock-up roof.

3pm–5pm: Hands-On Interlocking Tile

Gain hands-on experience (up to 10 volunteers) installing flashing, hips, and ridge details.

5pm–6pm: Depart for Hotel

Day Two Training

8am–9am: Shingle & Barrel Characteristics & Details

Gain hands-on experience (up to 10 volunteers) installing field tiles on dormers, hip, ridge, valley, and more.

9am–Noon: Hands-On Installation Training

Noon–12:30pm: Lunch *(provided)*

1pm–4pm: Hands-On Installation Training *(cont'd)*

5pm: Depart for Hotel/Airport

From the Factory back to John Glenn International Airport you will need a minimum of one hour and fifteen minutes for your drive time and to drop off your rental vehicle. We recommend flights in the early evening hours (after 6pm or the following morning).

Ready to become a F.I.T. installer?

Contact your local sales representative for more information.



PROGRAM BENEFITS & REQUIREMENTS

CROWN ROOFER

The title Crown Roofer is more than a program name. As Ludowici works on marketing, selling, and delivering projects with our Crown Roofing partners, it is becoming clear just what sets the best of the best Crown Roofers apart from their competition.

Obtaining the status of a certified Crown Roofer signifies:

- A higher level of commitment to the trade and specialty.
- Understanding of the value associated with quality materials.
- An ability to easily communicate the competitive difference.
- Commitment to work harder and smarter to earn the trust and respect of your customers, peers, and partners.
- Pride in performing the highest quality of work when installing the world's finest terra cotta materials, setting a high customer service standard.

As a member of the exclusive Ludowici Crown Roofer Program, roofing contractors can leverage and utilize the Ludowici brand through:

- ***Ludowici lead generation and opportunity sharing.***
- Access to the authorized Crown Roofer logo to use as a badge for your company's qualification into this prestigious program.
- Leverage of the Ludowici Brand, including our brand guide, company and program logos for use on your company's marketing material, as well as access to Ludowici's vast portfolio of professional marketing pieces and literature.
- Unlimited access to Ludowici's technical support teams that can provide services such as material take offs, AutoCAD detail assistance, installation training and guidance, installation review (via shared photography), formal written proposals, tile testing, etc.
- Access to additional in-person and online training (at no charge), with management team program managers available for assistance as needed.
- 75-Year Material Warranty
- ZW material overruns at discounted prices.

Requirements to get in program

The Crown Roofer Program is for experienced steep-slope tile/slate installers who meet the following requirements:

- Completion of Ludowici's F.I.T. Program
- Pre-screened and successfully applied to join the program
- History of successful Ludowici project installs
- Invited to and completed the Crown Roofer Onboard Training

Requirements to remain in program

To remain in good standing within the program, Crown Roofers are required to participate in and complete the following annual obligations to keep them well versed in Ludowici products and installation guidelines.

- 100 Square Minimum Purchase
- (2) Online Trainings
- (1) Email/Social Media Campaign or
- (1) Project Case Study Participation



PROGRAM BENEFITS & REQUIREMENTS

ELITE CROWN ROOFER

Those at the prestigious Elite Crown Level are considered the best of the best, do a high volume of Ludowici installations, and rise to the top. Level 2 Elite Crown Roofers have access to added benefits while getting to enjoy all the same benefits as Level 1 Crown Roofers.

In addition, the Elite Crown Roofer gains:

- Unique branded logo/badge for marketing efforts
- 75-Year Material Warranty
- Seat on Ludowici's Crown Council Advisory Panel
 - ◆ Yearly meetings in Elite Advisory role
 - ◆ Benefits being Elite level is you are given a seat on the Crown Council which will be comprised Elite Level Crown Roofers
 - ◆ Once a year, the Crown Council will participate in a 1-2 day strategy meeting with the Ludowici Crown Roofer Program teams in a remote destination to review the program in entirety and continue to refine and evolve it based on recommendations from the Crown Council
 - ◆ Crown Council will have significant influence on the program and it's growth

Requirements to remain in program

The Crown Roofer Program is for advanced steep-slope tile/slate installers who meet the following requirements:

- 250 Square Minimum Purchase
- (2) Online Trainings
- (1) Email/Social Media Campaign or
(1) Project Case Study Participation



PROGRAM LEVELS COMPARISON

 <p>BENEFITS</p> <ul style="list-style-type: none"> • Access to Training • Access to Literature • Support Team Access 	 <p>BENEFITS</p> <ul style="list-style-type: none"> • Listed on Ludowici.com • Leverage Ludowici Brand • ZW Material Discounts • Crown Roofer News • Access to all F.I.T. Level Benefits 	 <p>BENEFITS</p> <ul style="list-style-type: none"> • Crown Council Member • Elite status on Ludowici.com • Stock Program access with special pricing considerations • ZW Material Discounts • Access to all F.I.T. and Crown Roofer Level Benefits
<p>WARRANTIES</p> 	<p>WARRANTIES</p> 	<p>WARRANTIES</p> 
<p>RENEWAL REQUIREMENTS <i>2 Required Annually</i></p> <ul style="list-style-type: none"> • Online Product Offering Training • Online Installation Review/Webinar • Sales/Order Process Review Webinar 	<p>ANNUAL RENEWAL REQUIREMENTS</p> <ul style="list-style-type: none"> • 100 Square Minimum Purchase • (2) Online Training • (1) Email/Social Media Campaign or (1) Project Case Study Participation 	<p>ANNUAL RENEWAL REQUIREMENTS</p> <ul style="list-style-type: none"> • 250 Square Minimum Purchase • (2) Online Training • (1) Email/Social Media Campaign or (1) Project Case Study Participation

HOW TO APPLY

F.I.T. PROGRAM

Those interested should:

- Contact their local Ludowici sales representative for further discussion.
- If a local sales representative agrees that a candidate is ready, they will be given an application.
- Fill out and submit the application for Ludowici Crown Roofer Board to review.

Once the application is accepted, the roofer must complete the following:

- **Ludowici's F.I.T. Program:**
A three-day training at Ludowici headquarters in New Lexington, OH.
- **One successful completion of a Ludowici installation.**
- **To be counted, the roofer must submit:**
 - Photography of the installation and completed project.
 - Reference letters from the building owner(s).
 - And/or a roof inspection by Ludowici representatives.

CROWN ROOFER PROGRAM

Those who have completed the F.I.T. program are eligible to apply to be a Crown Roofer by completing the following steps:

- **Fill out and submit an application**
We recommend this process be done in conjunction with a local Ludowici sales representative.
- **Complete Crown Roofer onboard training**
Training can be completed in-person or virtually.
- **One successful completion of a Ludowici installation.**
To be counted, the roofer must submit:
 - Photography of the installation and completed project.
 - Reference letters from the building owner(s).
 - And/or a roof inspection by Ludowici representatives.

Apply Today!

Contact your local sales representative for more information.

APPLICATION REVIEW PROCESS

Once Ludowici receives an application, our Ludowici Crown Roofer Board will evaluate the application, submitted documentation, and experiences with Ludowici and its sales representatives and distributors to determine acceptance into the Program. The Crown Roofer Board will then vote as to either deny or approve the application. **Please note this evaluation may take up to 1 year.*

Denial

If an application is not accepted, the applicant will be notified and encouraged to reapply at a later date if certain conditions and criteria are met.

Acceptance

Once an applicant has been accepted into the program, they will be invited to complete the half-day Crown Roofer Training — outlining the obligations and detailed description of the program — at one of the following locations:

- The Ludowici Factory
- Via video conference
- Our Dallas Design Center



CROWN ROOFER ONBOARDING PROCESS

Contract Basics

Trainees will learn how to provide customers with estimates, lump-sum proposals, and all the necessary items needed to successfully place a material order with our factory.

Co-Marketing

Your status as a Ludowici Crown Roofer means you are authorized to utilize the Crown Roofer logo as a badge that confirms your company's qualification into this prestigious program.

Gear & Merchandise

As Crown Roofer, you can order Ludowici branded shirts, hats, signs, and more.



Brand Materials

In addition to the Crown Roofer logo, you gain access to the Ludowici brand, including our brand guide, other company and program logos, as well as a vast portfolio of professional marketing pieces and literature. These can all be used on your company's marketing materials.

After a period of good standing and successful completion of multiple Ludowici project installs, a Crown Roofer is eligible to apply for (Level 2) Elite Crown Roofer status.



LUADOWICI WARRANTY PROGRAMS OVERVIEW

Ludowici offers warranties for all terra cotta tile products produced in our New Lexington, Ohio factory. Our warranty is a 75-year material warranty, and includes color. This warranty is available on all products and projects no matter who purchases the tiles.



75-YEAR MATERIAL WARRANTY

Ludowici's Material Warranty is a 75-year limited warranty, including color, is valid on new tile for completed projects produced and sold from Ludowici's factory in New Lexington, Ohio, provided that such tile is not being installed and blended with existing terra cotta tiles. Our 75-year limited warranty is provided at no additional charge with the purchase of new terra cotta tile. The terms and conditions of our 75-year limited warranty are outlined at ludowici.com/warranty.

75-Year Material Warranty

AVAILABLE TO:

- Factory Trained Installers
- Crown Roofers
- Elite Crown Roofers



TRAINING FACILITIES

Ludowici offers multiple state-of-the-art training locations around the country. These facilities feature simulated roofing environments that replicate real-world scenarios, allowing trainees to practice various roofing techniques on different profiles in a controlled setting. Tools and equipment, roofing materials, safety gear, and specialized machinery are provided to ensure hands-on experience and familiarity with industry standards. Our expert instructors spend time guiding participants through theoretical knowledge with practical applications, covering topics ranging from proper installation methods to safety protocols, and incorporate digital learning resources to complement traditional training methods.



LUDOWICI®

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