

Managers,

As we get closer to the rebrand launch of Monday, July 3, here is some more information for you to get ready.

- If you haven't done so, make sure you fill out the Location Manager Rebrand Checklist by May 31. You can access it here: [LINK](#)
- If you would like to send your best customers a Customer Rebrand Gift Kit, make sure you and your OSR fill that order form out by May 31. You can access it here: [LINK](#)
- If you would like to give out the tshirts, polos or quarter-zips we gave out at the OSR and Store Managers meeting to your employees, email Michelle Stephens (michelle.stephens@meadlumber.com) and she can take your order and get you the items. (Those aren't available in the employee store)
- The employee store is open and does have items with the new logo. Feel free to check that out. [LINK](#)
- Your locations will be getting a shipment of safety/yard clothing. We had some extra with the old logos already printed on it, so to deplete the inventory and start new, we divided it up and shipped it out to all our locations. Any questions, feel free to reach out to Maureen Gustafson (maureen.gustafson@knechthomecenter.com).
- The rebrand also gives us the opportunity to update Google My Business profiles and Facebook pages for all of your locations. But we need pictures. See the attached guide from our digital media team on the pictures they need and how you can help us. Any questions, reach out to Sam Bornemeier (samantha.bornemeier@meadlumber.com) or Jace Robinson (jace.robinson@meadlumber.com)
- Also attached is a sign you can print off and hang up in your break room and locations where employees gather. It tells them about the rebrand and gives them the links to see the videos that explains what is going on. This is mainly for those that don't have company emails.
- ***Knecht Stores*** Make sure you and your employees fill out the Knecht Home Center Rebrand questionnaire. That survey will stay open until May 31. That link is here: [LINK](#)

You can find this and other information on the Rebrand page of the new website at this [LINK](#).

If you have any additional questions, or need anything else to help communicate the rebrand to your employees, let me know.

Regards,

Barry Kriha

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