

Managers,

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

Customer Rebrand Gift Kits: We had close to 200 ordered, which exceeded our expectations and we had to order more items. If you wanted us to ship them to you, you will get them the week of June 26, for you to hand out the week of July 3. If you wanted us to ship them directly to your customer, they will get them the week of July 3.

Store Celebration Kits: Each store will be getting a celebration kit. It will consist of a banner, a flag, two red confetti cannons, five party poppers and two Mead Lumber Brand Guidelines books. ****We encourage you to have some sort of celebration with your staff on July 3 (official launch day), like an all staff lunch****. If you can't do it that day, sometime that week will work. Also be sure to take pictures and send them to us so we can promote it.

Letters and Emails: Marketing is writing letters and emails that you can copy and paste to send to your customers and other business contacts, to let them know about the rebrand. You can download those the week of June 26, to send out on July 3.

Email Signatures: Marketing will have email signature instructions and templates ready for download the week of June 26, for use starting July 3.

Social Media: Marketing will also have suggested social media posts that employees can use to help us promote our rebrand. They will be available the week of June 26, for use on July 3.

Pictures of locations: The rebrand also gives us the opportunity to update your Google My Business profiles and Facebook page. One thing we are in need of are pictures. See the attached guide from our digital media team on the pictures they need and how you can take them. You can take these photos with any smartphone. Any questions, reach out to Jace Robinson (jace.robinson@meadlumber.com)

Store Wall Graphics: If you want to order a Core Value, 100% Employee Owned, A Mead Lumber History graphic or a Mead Lumber location map, contact Ben Konrad (bkonrad@meadlumber.com) by Friday, June 23, so he can get his first round of orders in. To see these signs, visit the bottom of Rebrand page [here](#).

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

If you have any questions, let me know.

Regards,

Barry Kriha

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