

Managers,

It's hard to believe that the rebrand is just a little over a week away. Here is your update:

Customer Rebrand Gift Kits and Store Celebration Kits: Both kits are being shipped out today. Be on the lookout for them. *(When we create a shipping label for you, you will get an email from Stamps.com, saying you are getting a package from me).*

Store Celebration activities: With the store celebrations, some locations have said that many will be off on Monday, July 3. So some have asked if they could do the Rebrand celebration on Friday, June 30. The answer is yes, just make sure you take some pictures and send to marketing, and we'll post it on Monday, July 3. You are still more than welcome to do it later in the week of July 3 as well.

Logo Transition: Attached (and also on the website) is a logo transition sheet that shows you the logos we have, and what you should use starting July 3. Also on there is when Teague, Rock Creek and Thomae will be switching to Mead Lumber.

Letters and Emails: Marketing has 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 these now from the Rebrand page ([link](#)) and forward to your employees. Use on or after July 3.

Social Media: Marketing also has suggested social media posts that employees can use to help us promote our rebrand. You can download these now from the Rebrand page ([link](#)) and forward to your employees. Use on or after July 3.

Email Signatures: Marketing will have email signature instructions and templates ready for download the on June 28, for use starting July 3.

Postcard: A postcard will also be sent out the week of July 3 to all of our contractor customers. The theme is "Brand New Logo, Same Old Studs". You can download it from the Rebrand page to take a look.

Review your Location Page on New Website: Take one last look at your Location page on the new website, to make sure the info is correct. Do that by clicking on the "Location" tab at the top, and scroll down to your location.

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 30**, 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 at this [link](#).

If you have any questions, let me know.

Regards,

Barry Kriha

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