

Directions for Updating the ADURA® Displays with the Made in the USA POP Kit and More!

Included in this document:

- Overview of the situation
- Where the POP kit is shipping and when
- What's in the POP Kit and how to install it
- Talking points to use with the RSA and store management
- Changes to Mannington.com

What We Are Doing

In response to containers not being able to make it through customs due to UFLPA, which we fully support because we don't believe forced labor should be used in any situation, we have created a comprehensive POP kit for you to install onto all ADURA® displays in your territory.

Our overall goal is to focus on and promote the floors we do have available. Please be sure you are also focusing on what is available.

POP Kits Shipping to You, Not to the Stores

We are shipping the POP kits to you at your home / shipping address on file. We're sending these directly to you so that the POP kits don't get lost or thrown away at the store. You will receive more POP kits than you need, to be sure you have enough POP kits.

Timing

In order to get the kits in your hands and into stores as soon as possible.

Note: You may receive two shipments of the POP kits. If you have less than 20 ADURA® displays in your territory, you'll receive one shipment. The first shipment is going out on May 26, second shipment going out around June 2.

What's Included in the POP Kit?

Our goal with the POP kit is to draw attention to the display and to make it clear which products are Made in the USA and In Stock.

Most of the elements of the POP kit are the same for each display, except for the cover up graphic that is custom to our different display types.

Five Elements of the POP kit:

Goes on the existing Display Graphics:

- 1.) **Cover up graphic** – goes over the existing ADURA®Rigid story of the sample glued onto the display, anatomy drawing and feature bullets. Custom by display type.
- 2.) **Small stickers** to promote ADURA®Max and ADURA®Flex are in stock and Made in the USA – goes on top of the Max and Flex glued on samples, upper left corner.

Goes on the Display:

- 3.) **Stand off graphic** – goes towards the top of a display to grab attention from across the store to tell them our floors are in stock.
- 4.) **Letter** – laminated with a ball chain to hang off the side of the display to tell a deeper story of what is happening.

Goes on the individual display Samples:

- 5.) **Sample stickers** – place on the individual samples which are US made ADURA®Max. See the included list.
 - a. **Waterfall displays** – sticker goes to the left of the front label.
 - b. **Page turner displays** – goes above the front label.
 - c. **Please try to install these stickers as straight and evenly spaced as possible.** Take your time, we want the display to look as professional and consistent as possible.

How to Install the POP Kit:

- 1.) Cover Up Graphic – these are custom to each display type. Be sure to know which display type a store has. We're sending you 15% over the number that's listed in SFDC, just in case.

In general, *you've covering up the entire ADURA®Rigid section*. There is a space cut out of the back side that goes over the ADURA®Rigid sample.



Example of back side of cover up graphic, with space cut out for graphic to fit over the ADURA®Rigid glued on sample.

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Choose your color. Choose your solution.

ADURA[®]Max

Floating SPC

- Maximize performance
- Resists scratches by 20x
- 10 Year warranty
- 100% Waterproof
- Premium quality resilient core floor protector

ADURA[®]Rigid

Floating SPC

- Strong and durable
- Installation is easy
- 10 Year warranty
- 100% Waterproof
- Premium quality resilient core floor protector

ADURA[®]Flex

Glue Down LVT

- The can be installed with or without glue
- 100% Waterproof
- 10 Year warranty
- 100% Waterproof
- Premium quality resilient core floor protector

Easy View citation Tools

Floors.com/See
To see installation tools

Floors.com/My Rooms
To see our floors in your room

Choose your color. Choose your solution.

ADURA[®]Max

Floating SPC

- Maximize performance
- Resists scratches by 20x
- 10 Year warranty
- 100% Waterproof
- Premium quality resilient core floor protector

MADE IN THE USA AND IN STOCK

ADURA[®]Max and ADURA[®]Flex are proudly made in the USA. Both are in stock and ready to go. ADURA[®]Rigid stock levels are low. For more information, go to Floors.com/MyRooms or call 1-800-451-1111.

ADURA[®]Flex

Glue Down LVT

- The can be installed with or without glue
- 100% Waterproof
- 10 Year warranty
- 100% Waterproof
- Premium quality resilient core floor protector

Easy View citation Tools

Floors.com/See
To see installation tools

Floors.com/My Rooms
To see our floors in your room

Example of what the display graphic should look like **before** and **after** the cover up graphic is installed.

NOTICE: All ADURA[®]Rigid content is covered.

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You could receive up to four types of cover up graphics, depending on what displays are in your territory

- Discover ADURA® board – any ADURA® display with the two big Discover ADURA® story boards, typically in an UltraFlex page turner display.



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- ADURA® Deluxe Spinner – the center graphic that spins.



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More Rare Displays:

- UltraFlex Header



- Three Tier ADURA with Side Graphic:



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2.) Small Sticker: On the same graphic, you'll install two of the smaller stickers. These go on the upper left corner of the ADURA®Max and ADURA®Flex glued on samples.



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3.) Stand Off Graphic – included with this stand off graphic are four Command strips to help to secure this graphic to the display. Two can be installed onto the display, two onto the graphic.



Place in the upper corner of the display, so that it can be best seen from a distance in the store. It's okay to attach these to existing graphics. Once we're through this situation, all new graphics will be sent out for this display.



Example of where to attach the Stand off Graphic.

Be sure to put it in a location that can be seen from a distance from within the store.


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4.) Letter – laminated letter with a ball chain to hand on the side of the display.


Be sure to point out this letter to the RSA, it gives them a deeper understanding of what the situation is and what our solution is.

There is also a vanity URL and QR code that takes them to our website with more information.



Availability of Mannington's ADURA® Floors

The availability of select Mannington ADURA® floors has been impacted by the US federal government's enforcement of the Uyghur Forced Labor Protection Act (UFLPA). Please go to [Floors.com/ULFPA](https://www.floors.com/ULFPA) or scan the QR code to learn more about this important legislation that Mannington fully supports and how we're responding.




As a result, we are modifying our display to promote the floors we do have available -- floors we proudly make in the USA.

Floors that are Available Now:

- All ADURA®Flex glue down floors. **All floors in this display are available in ADURA®Flex.** They have always been and will continue to be made in Madison, GA.
- Most of our ADURA®Max WPC floors are now made in Calhoun, GA.

Look for the samples with, "Made in the USA and In Stock" stickers to quickly see which floors are available now.




Floors that may not be available are all ADURA®Rigid floors, as well as the ADURA®Max floors that have a CraftedEdge™ or painted bevel edge. Remember, all floors, even those not available in ADURA®Rigid or ADURA®Max, are still available now in ADURA®Flex.

If you aren't able to find a floor you love that's available in this Mannington display, be sure to consider our other floors that are available, most of which are proudly made in the USA:

- Restoration Collection® Laminate
- Mannington Hardwood
- Mannington Luxury Vinyl Sheet and Resilient Sheet Vinyl
- Phenix carpet

To see our full available product line, visit [Floors.com](https://www.floors.com).



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5.) Individual Display Sample Stickers – you are being sent a plethora of stickers to stick onto the individual samples that are styles that are ADURA®Max that are made in the USA.



If the display is a **waterfall**, add the sticker to the **left** of the front label:



If the display is a **page turner**, add the sticker **above** the front label:

NOTE: Remember to remind the RSA ALL samples in the display are available in ADURA®Flex, even if it doesn't have this sticker.

Talking Points to RSA's

After you've updated the display with the POP, use the following talking points when taking the store management and RSA's through the display.

- The situation:
 - While UFLPA is affecting our business, we strongly support this legislation.
 - We don't support forced labor of any kind, including using child labor, human trafficking, or using drugs and abuse as part of the forced labor practice.
 - Mannington floors are not made with forced labor, but is caught up in this legislation, we are cooperating with customs to the fullest extent.
- Our response:
 - Investing more heavily into US Made manufacturing, moving a lot of our ADURA®Max production to Georgia.
 - ADURA®Flex has always been made in Georgia.
 - A lot of our floors are made in the US: Restoration Collection®, sheet vinyl, Phenix carpet.
- The changes to the display are focused on quickly directing the RSA to which floors to show the consumer and to give the RSA confidence the floor the is available.

Updates to Mannington.com / Floors.com

We are also changing how Mannington.com / Floors.com will show products during this time.

- If you are **browsing** through our website, the products that are out of stock won't show. Only floors that are available will be shown, so we are focusing on what is available.
- If you **search** for an out of stock product on our website, through a search engine like Google, or use a vanity URL or QR code from our display sample backers, you will be able to still see our out of stock floors, but with a different experience.

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- We'll let them know the floor is out of stock and why.
- Give them options of similar floors, based on floor type, color, shade and species.
- The goal is to quickly help them find a Mannington floor they love, not run into an out of stock obstacle.