

Establishing and maintaining installer loyalty in Uponor Housing Solutions

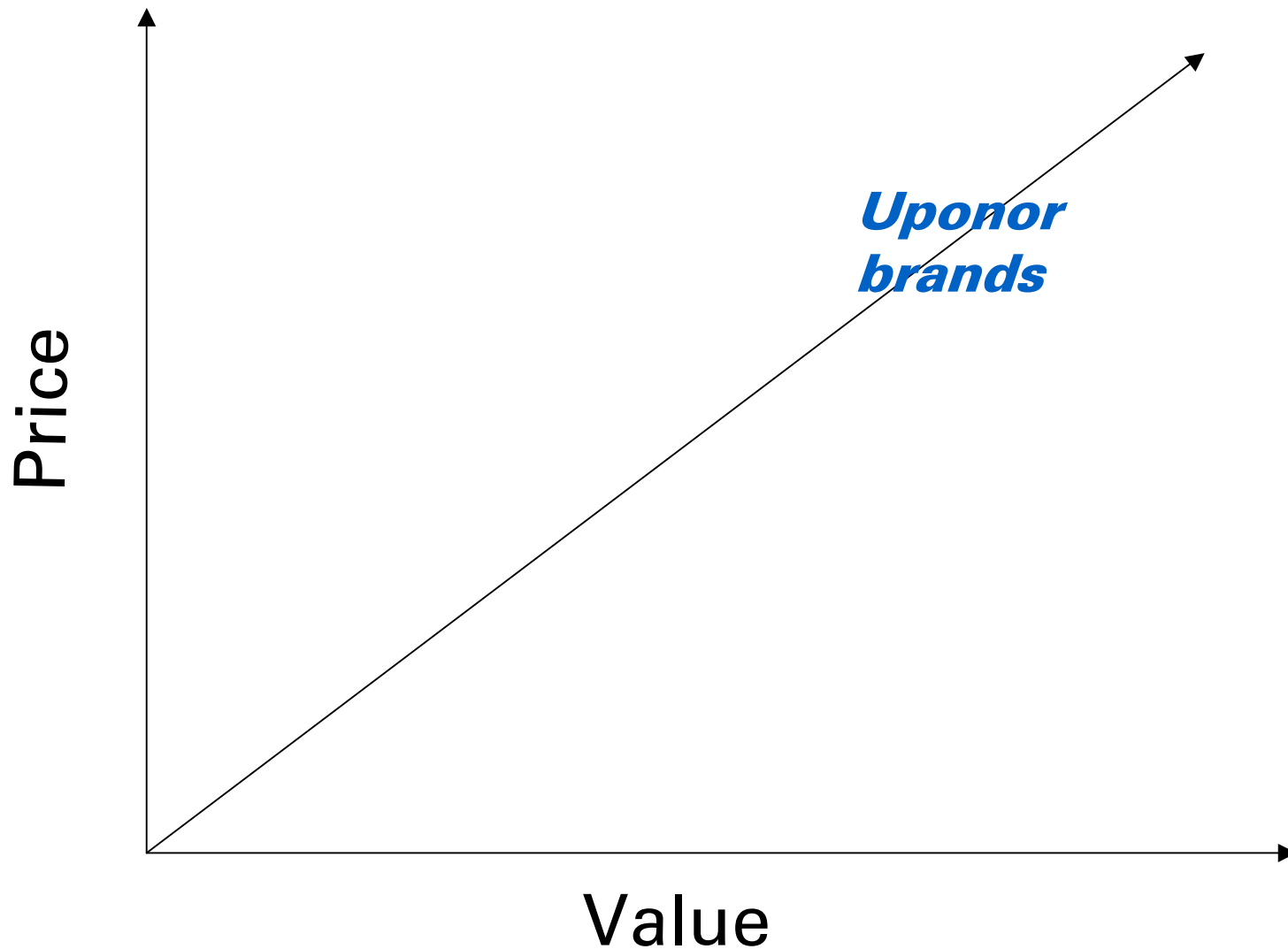
Jim Bjork

Executive Vice President, Uponor North America

**Capital Markets Day
Sweden 22 – 23 September 2004**

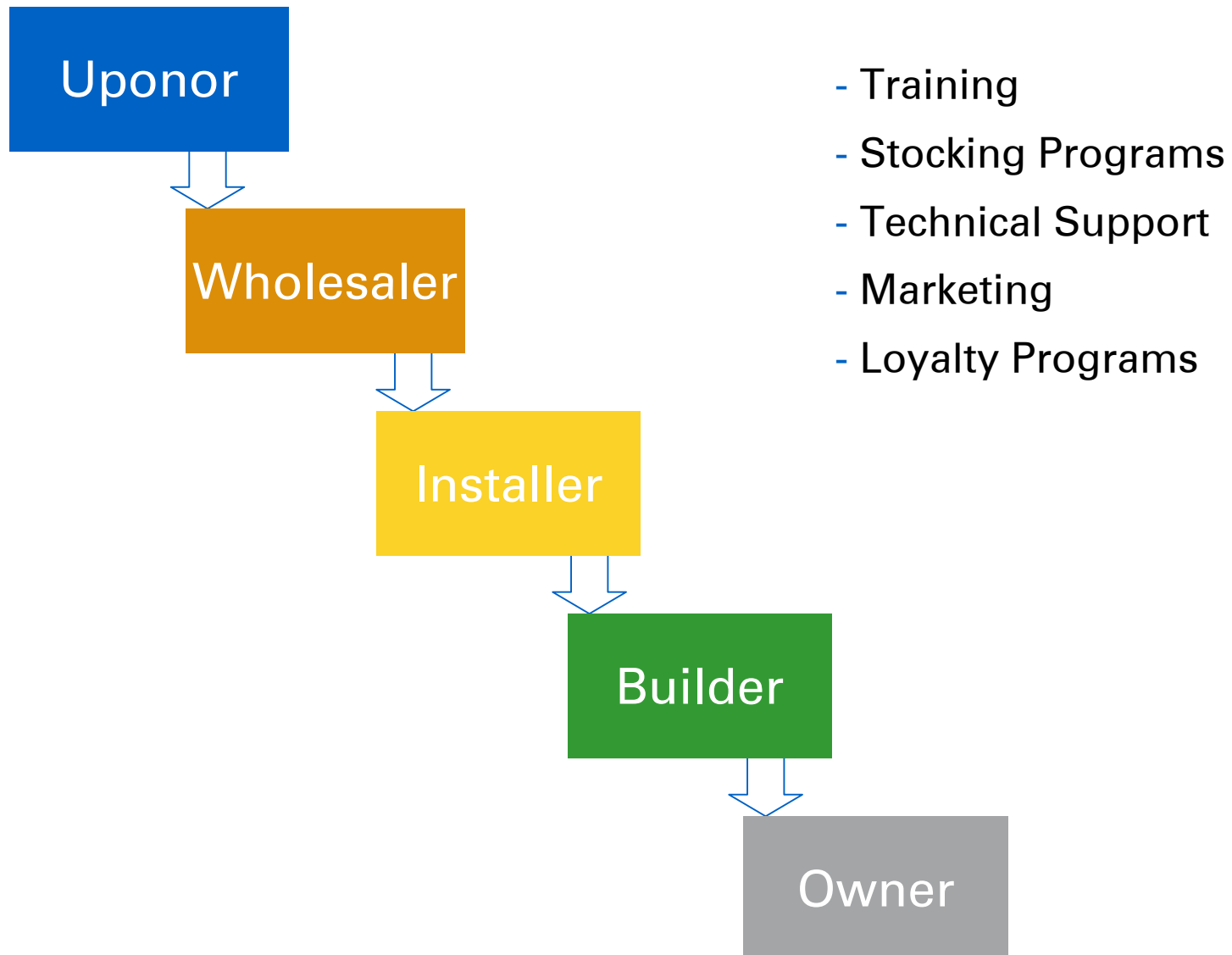
Bringing
comfort
to life

Uponor HS brands are positioned as value-added offerings



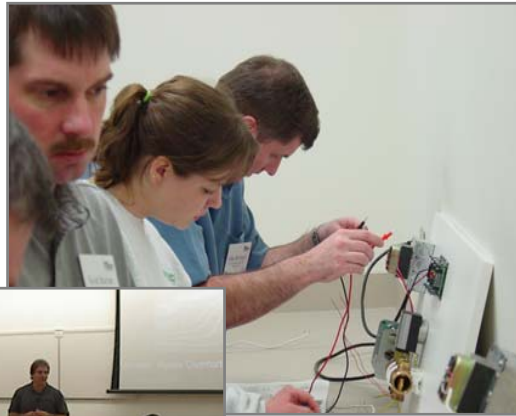
Bringing
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Uponor provides services at each step in the business system



Bringing
comfort
to life

How does Uponor establish and maintain installer loyalty ?



Hands-on



Classroom

Training

- We introduce installers to different and better plumbing and heating technology
- Across Europe and North America Uponor staff perform 19,000 customer training days (year 2004)

How does Uponor establish and maintain installer loyalty?

Support



- We help installers achieve business success by providing excellent marketing and technical support

How does Uponor establish and maintain installer loyalty ?

Personal care

- Once they become our customer we work to ensure they never have a reason to leave



Why is Uponor's relationship with the installer so important?

- The installer...
 - Has considerable influence over brand selection
 - Has much control over installation quality
 - Cost effective way to reach owners & convey our brand message



Maintaining installer loyalty is essential

- Installers are independent businesses and we have no contractual relationship
- Competitors often target Uponor installers
- We invest a lot into bringing installers on-board



Have some fun!
Make it memorable!

Training **is perhaps Uponor N.A.'s most impactful marketing tool**

- Training brings in new customers
- Trainees reward the trainers with a high degree of loyalty
- The focus is on Uponor products
- Training competency is not easily matched by our competitors



Training is performed at many levels

- Installer training
- Wholesaler training
- Customized training for key customers



Training **is performed at many levels**

cont'd

- Formalized factory training programs
 - Multi-day programs
 - Customers pay to access
 - Certification
 - “Train-the-trainer”



The Advantage Program provides a higher level support to help installers build their Wirsbo business



- Advantage Program members are Wirsbo installers who have attended 3-day factory training, and have elected to establish a deeper relationship with Uponor

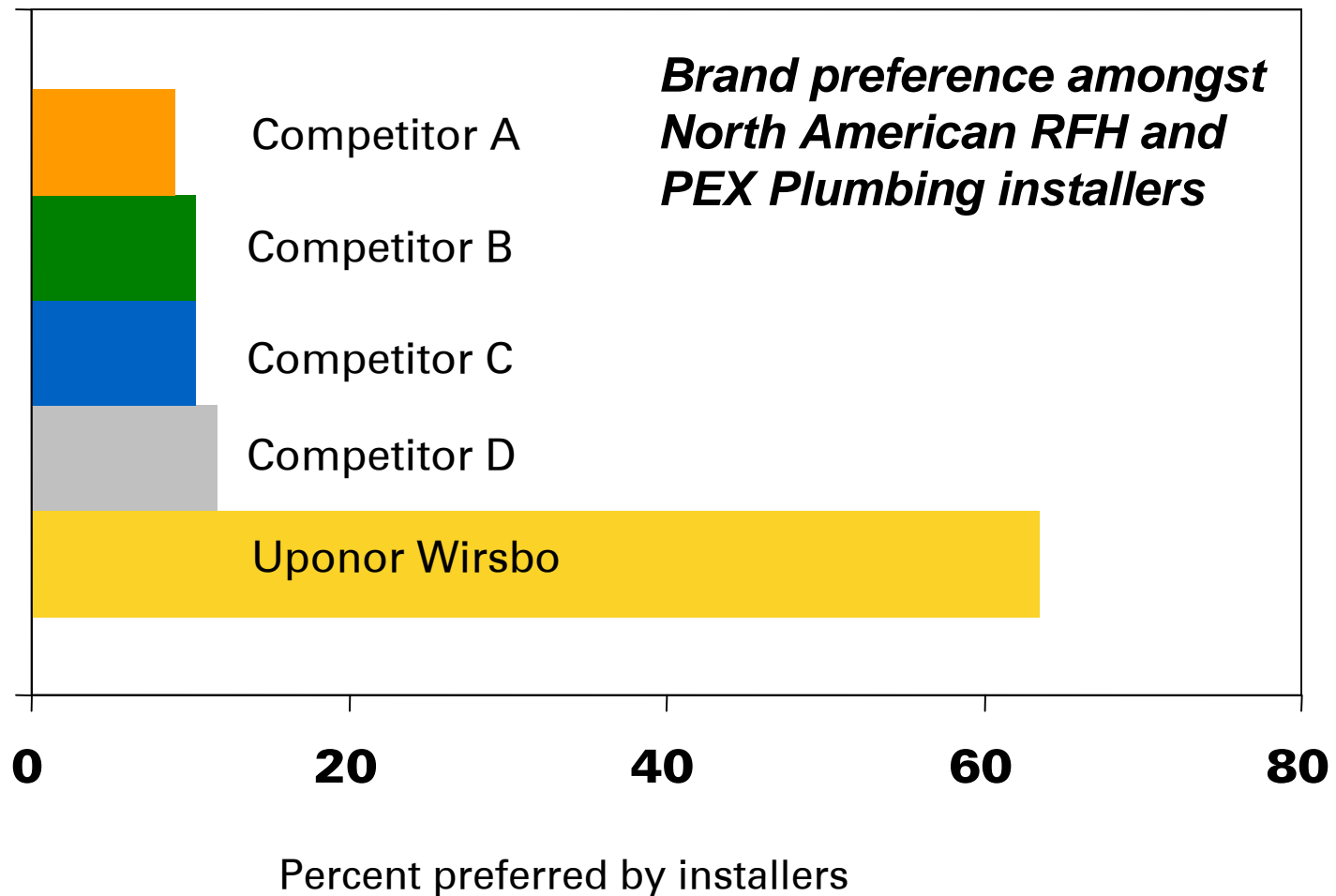
Personal Care is about understanding installer needs

- Biennial **convention of factory trained installers**
 - Blending business and fun
- Surveys
- Trade show events
- Personal contact at many levels
 - Post-training follow-up
 - Regional Sales Managers
 - Technical Service Reps
 - Customer Service Reps
 - Management
- Installer Focus Groups
 - Heating & Plumbing
 - Feedback leads to adjustments in our offering



Do our loyalty programs work?

Results of an independent survey conducted by "Contractor Magazine"



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