

2025

# DEALER ADVERTISING CO-OP PROGRAM



The American Standard® Heating & Air Conditioning Dealer Advertising Co-op Program is designed to help you stimulate American Standard residential and light commercial product sales by sharing the cost of your qualifying advertising. This guide is intended to provide key details, but see the official guidelines in your co-op sales plan for program specifics.

## Take It To The MAX

Getting the most value out of your co-op dollars just got easier. Meet MAX: a web-based tool that opens up a world of highly accessible, business-boosting marketing resources. MAX, short for Marketing Advertising eXpress, provides everything you need to quickly create ads. Included in this easy-to-use system are:

1. Ad Builder
2. Image Library

MAX is a tool designed as a result of American Standard's response to dealer input and appreciation for a commitment to our brand, to make your co-op dollars work as hard as you do to generate leads and close sales. Continual improvement is part of the formula for success!



This guide is valid for the January 1, 2025 through December 31, 2025 program. Please refer to your distributor and your co-op sales plan for official language.



## MAXimize Your Advertisements

To use your co-op dollars productively and increase your competitive edge, you need a tool that allows you to market as efficiently and effectively as possible. MAX was designed to be intuitive and easy to use, with new templates to communicate both the American Standard brand AND your brand.

Access MAX 24/7 from: ASDealerNet > Marketing Center > MAX (Marketing Advertising eXpress)

### Customizable ad templates available on MAX



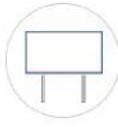
Direct Mail



Newspaper & Magazine



Door Hangers



Yard Signs



Thank You Cards



Billboards



Radio



TV



Web Banners

# CREATIVE RESOURCES (Continued)

**Choose between two types of ad templates:**

## RTR (Ready To Run)

Quick & easy static templates allow you to add your own logo and company contact information using a pre-made ad.

## BYO (Build Your Own)

Customizable templates with several options to choose from and more dealer space!

## Downloadable material available on MAX



Product Photography



Lifestyle Images



Web Banners

## Radio & TV

All radio & TV ads have a customizable area for both offer and dealer tagging.



All available radio ads can be listened to on MAX.

You may also download production quality ads that have an area for custom offer and dealer information.



All available TV ads can be viewed on MAX.

You may also download production quality ads that have an area for custom offer and dealer information.

Pre-approval is strongly recommended for all ads to ensure co-op eligibility and can be requested from your distributor's local marketing contact.

# MEDIA SPECIFIC GUIDELINES: TRADITIONAL MEDIA

Eligible Media	Ad Requirements	Claim Requirements
Television or Cinema	<p><b>:30 &amp; :60 ads:</b> Approved American Standard or CC logo at least 50% size of dealer logo and at least one American Standard Heating &amp; Air Conditioning mention in audio/voiceover</p> <p>Any other mention only needs to be 'American Standard'</p> <p><b>:15 or less:</b> Approved American Standard or CC logo at least 50% size of dealer logo and at least one American Standard mention in audio/voiceover</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Finalized produced ad OR notarized script detailing audio and visual ad components</p> <p><b>Note:</b> See page 6 for details on 15 second spots for referencing American Standard or American Standard Air</p>
Radio (including Digital) or Podcast	<p><b>:30 &amp; :60 ads:</b> One American Standard Heating &amp; Air Conditioning mention in audio/voiceover</p> <p>Any other mention only needs to be 'American Standard'</p> <p><b>:15 or less:</b> Mention 'American Standard Air' or 'American Standard' at least 1 time in audio/voiceover</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Finalized produced ad OR notarized script detailing audio components</p> <p><b>Note:</b> See page 6 for details on 15 second spots for referencing American Standard or American Standard Air</p>
Printed Materials: Direct Mail, Door Hangers, Printed Newsletter, Newspaper, Magazine and Yard Signs	<p>Approved American Standard and/or CC logo at least 50% size of the dealer logo</p> <p>OR approved American Standard and/or CC logo with additional American Standard element (American Standard product photo, promotion, offer, creative image. Logo must be in the ad.</p> <p>(No competitive brands or imagery)</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Copy of Printed Piece or ad (electronic form is acceptable)</p>

# MEDIA SPECIFIC GUIDELINES: TRADITIONAL MEDIA

Eligible Media	Ad Requirements	Claim Requirements
<b>Billboards (static or electronic)</b>	<p>Approved American Standard and/or CC logo at least 50% size of the dealer logo</p> <p>OR approved American Standard and/or CC logo with 1 additional American Standard element (American Standard product photo, promotion, offer, creative image).</p> <p>(No competitive brands or imagery)</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Photograph or art card of billboard</p>
<b>Dealer Outdoor Building Signs: Static or Electronic</b>	<p>Only Static outdoor building signs are eligible</p> <p>Approved American Standard logo</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Photo of installed sign OR for electronic copy of art card</p>

# MEDIA SPECIFIC GUIDELINES: DIGITAL MEDIA

Eligible Media	Ad Requirements	Claim Requirements
<b>Pricebook Digital</b>	<p>Only American Standard Equip, Parts &amp; Supplies may be represented</p> <p>Pricebook Digital is the only vendor approved for co-op</p> <p>Dealer must maintain their own contract with Pricebook Digital and submit for reimbursement</p>	<p><b>Proof of Cost:</b> Pricebook Digital Invoice</p>

Continued on next page.

# MEDIA SPECIFIC GUIDELINES: DIGITAL MEDIA

Eligible Media	Ad Requirements	Claim Requirements
Website/Landing Page /Mobile Site Development and Continued Maintenance/Hosting	<p>Approved American Standard and/or CC logo on the main page</p> <p><b>No competitive logos or imagery</b></p> <ul style="list-style-type: none"> <li>-Brands serviced may be listed by name</li> </ul> <p><b>Include at least 2 of the following elements:</b></p> <ul style="list-style-type: none"> <li>- American Standard product pages(s)</li> <li>- American Standard product images(s) on main page</li> <li>- American Standard related articles/blog</li> <li>- Equipment offers specific to American Standard</li> <li>- Wells Fargo or Financeit financing page per guidelines</li> </ul>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Website URL</p> <p>American Standard reserves the right to audit website to validate ongoing compliance</p> <p>Amount reimbursed may be prorated based on % of website dedicated to HVAC (vs. plumbing, etc.)</p> <p>“American Standard” cannot be used in newly created URL domain names.</p>
Search Engine Optimization (SEO)	<p>Approved American Standard and/or CC logo on main page</p> <p><b>No competitive logos</b></p> <ul style="list-style-type: none"> <li>- Brands serviced may be listed by name</li> </ul> <p><b>Include at least 2 of the following elements:</b></p> <ul style="list-style-type: none"> <li>- American Standard product pages(s)</li> <li>- American Standard product images(s) on main page</li> <li>- American Standard related articles/blog</li> <li>- Equipment offers specific to American Standard</li> <li>- Wells Fargo or Financeit financing page per guidelines</li> </ul>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Website URL</p> <p>American Standard reserves the right to audit website to validate ongoing compliance</p> <p>Amount reimbursed may be prorated based on % of website dedicated to HVAC (vs. plumbing, etc.)</p>
Over the top (OTT)	<p><b>:30 &amp; :60 ads:</b> American Standard Logo and at least one: American Standard Heating &amp; Air Conditioning mention in audio/voiceover</p> <p>Any other mention only needs to be ‘American Standard’</p> <p><b>:15 or less:</b> American Standard Logo and at least one ‘American Standard’ mention in audio/voiceover</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Finalized produced ad OR notarized script detailing audio and visual ad components</p>

# MEDIA SPECIFIC GUIDELINES: DIGITAL MEDIA



Eligible Media	Ad Requirements	Claim Requirements
Online Banner/ Display Ads  Desktop or mobile ads	<p>Approved American Standard and/or CC logo at least 50% size of the dealer logo</p> <p>OR approved American Standard and/or CC logo with 1 additional American Standard element (American Standard product photo, promotion, offer, creative image). Logo Must Be Included.</p> <p>(No competitive brands or imagery)</p> <p>If promoting financing, click through link must direct to page with full financing disclaimer</p>	<p><i>Proof of Cost:</i> Copy of Invoice</p> <p><i>Proof of Performance:</i> Copy of digital ad</p> <p>Destination URL or screen shot of destination URL/landing page if promoting a financing offer</p>
Digital Video/ Pre-roll Ads	<p>American Standard logo and at least one American Standard mention in audio/voiceover</p> <p>OR approved American Standard and/or CC logo with 1 additional American Standard element (American Standard product photo, promotion, offer, creative image).</p> <p>If promoting financing, click through link must direct to page with full financing disclaimer</p>	<p><i>Proof of Cost:</i> Copy of Invoice</p> <p><i>Proof of Performance:</i> List of keywords</p> <p>Destination URL or screen shot of destination URL/landing page if promoting a financing offer</p>
Keyword Search Advertising (PPC)  Includes click-to-call ads	<p>Only non-American Standard branded HVAC related keywords are eligible (examples: AC repair, furnace maintenance, heating and air dealer, ac installation)</p> <p>Search engine ad must include American Standard mention or promotional offer featuring American Standard product</p> <p>If promoting financing, click through link must direct to page with full financing disclaimer</p>	<p><i>Proof of Cost:</i> Copy of invoice</p> <p><i>Proof of Performance:</i> List of keywords</p> <p>Destination URL or screen shot of destination URL/landing page if promoting a financing offer</p>

# MEDIA SPECIFIC GUIDELINES: DIGITAL MEDIA

Eligible Media	Ad Requirements	Claim Requirements
<b>Google Local Services Ads (GLS) /Google Shopping</b>	<p>For GLS: Mediagnostic or SearchKings must be used – these vendors have created specific GLS accounts for HVAC</p> <p>Only HVAC leads from GLS are co-op eligible</p> <p>For Google Shopping: SearchKings must be used and adhere to American Standard program guidelines</p> <p><i>*CC dealers who selected the Lead Generation growth benefit may co-op GLS leads after they have exhausted the \$3,500/\$6,000 growth benefit credit.</i></p>	<p><b>Proof of Cost:</b> Copy of Invoice or Report from Mediagnostic or SearchKings; For Google Shopping American Standard invoices are also accepted</p> <p>American Standard reserves the right to audit sales of American Standard/Ameristar equipment on GLS HVAC leads and Google Shopping</p>
<b>Social Media Management, Ads and Reporting</b>	<p>Covers agency fees for management of social media channels &amp; paid social ads</p> <p>Content must include American Standard elements (logo, product, promotions, etc.) and comply with applicable laws and regulations.</p> <p>“Special financing available” is acceptable; No Specific term or rate finance offers may be included in social media advertising. No targeted or sponsored posts are allowed. Must comply with Wells Fargo or Financeit guidelines.</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of performance:</b> American Standard reserves the right to audit social media activity to validate ongoing compliance</p>
<b>Email Marketing</b>	<p>Approved American Standard and/or CC logo at least 50% size of the dealer logo in a prominent part of the email (ex. Header, above the fold, leading content, etc.) and comply with applicable laws and regulations.</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Copy of Email</p>
<b>Online Local Listing Management</b>	<p>DAC Group's Local Presence Management (LPM) and review monitoring program fee; one-time fee to transfer reviews to <a href="http://americanstandardair.com">americanstandardair.com</a> (for non-CC dealers &amp; Distributors)</p> <p><b>Register at:</b> <a href="http://americanstandardair.dacgroup.com">americanstandardair.dacgroup.com</a></p> <p>Program is free for CC Dealers</p>	<p><b>Proof of Cost:</b> Copy of Invoice from DAC Group</p>

# MEDIA SPECIFIC GUIDELINES: OTHER MEDIA

Eligible Media	Ad Requirements	Claim Requirements
Sponsorships	<p>Include a promotional element (TV, radio, billboard, direct mail, digital ad, etc.) Follow media guideline requirements.</p> <p>If event sponsorship, include prominent American Standard signage with approved American Standard logo</p> <p>Benefits (tickets, suite access, parking passes, VIP passes, etc.) are not eligible for reimbursement as separate line items but can be included as added value in packages</p> <p>Pre-approvals are strongly encouraged.</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b></p> <ul style="list-style-type: none"> <li>-Copy of sponsorship contract</li> <li>-Final produced promotional element</li> <li>-Photograph of American Standard Signage at event</li> <li>-Charity events are excluded from this category unless they meet requirements as stipulated under sponsorships</li> </ul>
On-hold Messaging	<p>Mention American Standard Heating &amp; Air Conditioning at least 1 time for every :60 seconds of audio</p> <p>Any other mention only needs to be 'American Standard'</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Final produced on-hold message recording</p>
Events, Shows & Exhibits	<p>American Standard signage with approved American Standard and/or CC logo at 50% size of the dealer's logo</p> <p>American Standard products must be on display (cost of product is not eligible)</p> <p>No competitive products/brands on display</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Photos of event and/or exhibit showing American Standard signage and product display</p> <p>Deposit claims: Event date, location and deposit invoice (due within 90 days of invoice date or activity date). The claim can be reimbursed out of the fund year for either the invoice date or the activity.</p>
Vehicle Wraps/Full Designs	<p>Approved American Standard and/or CC logo at least 50% size of the dealer logo in a prominent location on a minimum of 2 sides</p> <p>American Standard logo decals should be claimed under Branded Merchandise category</p> <p>Signature graphics is preferred vendor</p>	<p><b>Proof of Cost:</b> Copy of Invoice</p> <p><b>Proof of Performance:</b> Photo of vehicle (minimum of 2 sides)</p>

# MEDIA SPECIFIC GUIDELINES: SALES SUPPORT

Eligible Media	Ad Requirements	Claim Requirements
Branded merchandise, promotional items & vehicle decals	<p>American Standard logo and/or CC logo at least 50% in size to the dealer/ IWD logo if applicable</p> <p><i>Preferred vendors</i>  <i>Branded Merchandise:</i> PSG Geiger; <a href="http://americanstandardbrandstore.com">americanstandardbrandstore.com</a>; Metro Printed Products</p> <p><i>Vehicle Wraps</i>  <i>Signature Graphics (ASDealerNet &gt; Marketing Center)</i></p>	<p><i>Proof of Cost:</i> Invoice from vendor  <i>Proof of Performance:</i> photo of item purchased (with American Standard logo shown)          If items are ordered via American Standard's preferred vendor(s), photos of the items are not required</p> <p>Gift certificates are not eligible</p> <p>Only custom brochure/flier (not available from Metro) printing expenses are eligible</p>
Product Literature	American Standard and Ameristar consumer literature ordered on ASDealerNet > Order Center > Marketing Materials	<i>Proof of Cost:</i> Copy of invoice from Metro
CallSource	Tracking for leads through marketing mediums	<p><i>Proof of Cost:</i> CallSource Invoice</p> <p><i>Proof of Performance:</i>          Signed affidavit from vendor stating only American Standard Products are represented</p>
Podium	On-line reputation management and customer interaction/reviews	<i>Proof of Cost:</i> Podium Invoice
Branded Uniforms & Apparel	<p>Approved American Standard logo and/or CC logo</p> <p><i>Preferred vendors</i>  <i>Branded Merchandise:</i> PSG Geiger; <a href="http://americanstandardbrandstore.com">americanstandardbrandstore.com</a>; Metro Printed Products</p> <p><i>Uniforms:</i> Wayne Enterprises (ASDealerNet &gt; Marketing Center)</p>	<p><i>Proof of cost:</i> Detailed invoice from vendor showing all expenses</p> <p><i>Proof of performance:</i> Picture of item purchased showing approved American Standard logo</p> <p>If items are ordered via American Standard's preferred vendor, proof of performance is not required</p>

# INELIGIBLE EXPENSES

## INELIGIBLE EXPENSES, including but not limited to:

- Barters or trades for equivalent value
- Call centers and answering services
- Charitable or political contributions
- Classified ads
- Customary business expenses such as office equipment, supplies, vehicles and software
- Event, entertainment and travel expenses not tied to an approved sales incentive plan
- Market research
- Production expenses for individually produced creative
- Services performed by distributor or dealer employees
- Customer Care program fees
- Uniform rental and cleaning services
- Hiring of Personnel



# GENERAL ADVERTISING REQUIREMENTS

**Follow these key guidelines to ensure your ads are eligible for co-op:**

- Feature American Standard or Ameristar products exclusively
- Meet American Standard Brand Identity Guidelines as posted on ASDealerNet: MAX Info Center
- Contain the proper American Standard logo and/or Customer Care logo (if eligible) Note: Both logos are not required to be shown together.
  - The American Standard logo must include “Heating and Air Conditioning” and if using the “Built to a Higher Standard” tagline, registered trademark must be attached to the tagline.
  - Ameristar logo may be used in advertising as a standalone brand
  - American Standard/Mitsubishi Electric products can be included in advertising when presented as a secondary product to American Standard (i.e. American Standard/Mitsubishi Electric product must be less than 50% of ad space.) For complete co-branded logo requirements, see the Mitsubishi/American Standard Logo Usage Guide on MAX.
- Promotional and financial messages must specify the product, promotion/offer, dates plus any American Standard and legal disclaimers.
- Dealers must be identified as “independent” American Standard dealers.
- Advertising must meet all standards for responsible advertising (e.g. no false or misleading offers, offensive materials, etc.).



## LOGO AND TAGLINE

The corporate logo is the simplest and most direct expression of the company's message, and therefore is applied to all corporate communication materials, including annual reports, corporate advertising, online applications, investor communications, HR, and recruitment programs.

There are two versions of the American Standard Logo – one with the 'Built to a Higher Standard' tagline and one without. The version with the tagline is preferred. The optional logo without the tagline should only be used when space is restricted.

The registered trademarks and brand descriptor are legally required. The 'Built to a Higher Standard' tagline cannot be used on its own.

The first logo on the right is the lock up of the American Standard logo with the tagline. This unit is comprised of the American Standard logomark, the American Standard logotype, the American Standard tagline, and brand descriptor. The size relationship shown here must be maintained in all its applications. These elements, the size ratio of each element to one another, and their position in relation to one another should never be altered, resized, redrawn or modified in any way.

PREFERRED LOGO WITH TAGLINE

BUILT TO A HIGHER STANDARD®

*American Standard®*

HEATING & AIR CONDITIONING

LOGO

REGISTERED TRADEMARK SYMBOL

TAGLINE (OPTIONAL)

LOGOTYPE

REGISTERED TRADEMARK SYMBOL

BRAND DESCRIPTOR

OPTIONAL LOGO WITHOUT TAGLINE

*American Standard®*

HEATING & AIR CONDITIONING

## HEADLINE

The headline shown to the right is an optional, limited-application element that can be used in conjunction with the American Standard logo. The type treatment and size relationship shown here must be maintained in all its applications. This headline is not intended as a replacement for the tagline or the American Standard logo itself. Limited-application examples may be; wall-murals, t-shirts, and various merchandise.

HEADLINE

**BUILDING  
A HIGHER  
STANDARD.**

COLOR #04365B

COLOR #0069B3

PERIOD  
UNDERLINE

HEADLINE

# BRAND/LOGO GUIDELINES



## SPACING

ON WHITE OR LIGHT IMAGE



## CLEAR SPACE

ON WHITE OR LIGHT IMAGE



# BRAND/LOGO GUIDELINES

BUILT TO A HIGHER STANDARD®  
**American Standard®**  
HEATING & AIR CONDITIONING

While not recommended, it is acceptable to use the 1-color logo on color backgrounds.

BUILT TO A HIGHER STANDARD®  
**American Standard®**  
HEATING & AIR CONDITIONING

HEADLINE ON WHITE

# **BUILDING A HIGHER STANDARD.**

TYPEFACE: Galano Grotesque Black (All Caps) COLOR: #04365b and #0069b3 TRACKING: 20

BUILT TO A HIGHER STANDARD®  
**American Standard®**  
HEATING & AIR CONDITIONING

BUILT TO A HIGHER STANDARD®  
**American Standard®**  
HEATING & AIR CONDITIONING

HEADLINE ON BLUE  
(AND ALL OTHER BACKGROUND COLORS)

# **BUILDING A HIGHER STANDARD.**

TYPEFACE: Galano Grotesque Black (All Caps) COLOR: #111111 TRACKING: 20

# BRAND/LOGO GUIDELINES (Continued)



## LOGO AVOIDANCES



DO NOT vertically or horizontally stretch the logo



DO NOT use the logo as outlines



DO NOT use the logo without the brand descriptor  
"HEATING AND AIR CONDITIONING"



DO NOT use logo in a sentence



DO NOT recolor the logotype



DO NOT apply a stroke around the logo



DO NOT use an old or unapproved version of the logo



DO NOT apply any effects to the logo (e.g. drop shadow)



DO NOT resize the brand descriptor

# BRAND/LOGO GUIDELINES (Continued)

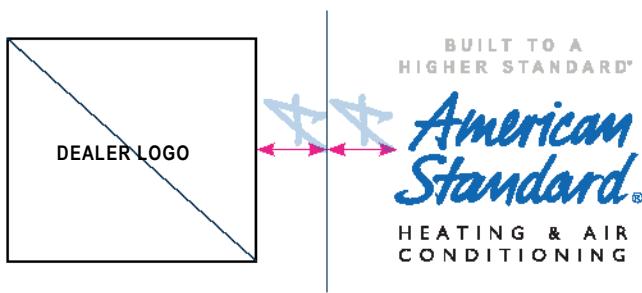


## BRAND LOCKUPS: DEALER

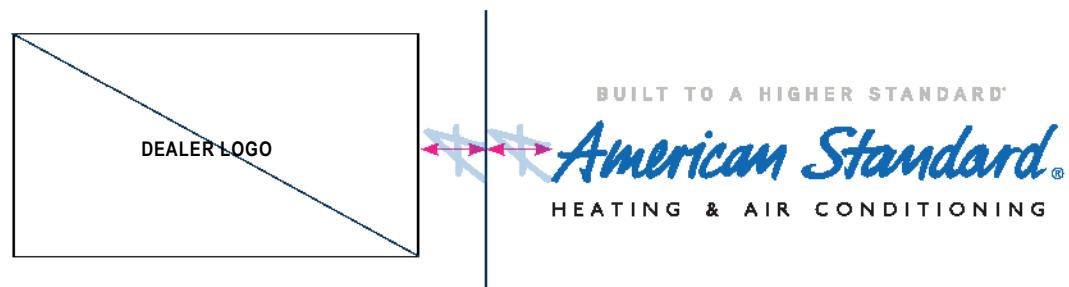
When locking up the American Standard logo with a dealer's logo, follow the guidelines below. A horizontal divider separates both logos with equal spacing on both sides based on the height of the "A" in the logo. The logos themselves should be proportionate in size to each other.

### HORIZONTAL

REQUIRED VERTICAL DIVIDER



REQUIRED VERTICAL DIVIDER



### VERTICAL

REQUIRED  
HORIZONTAL  
DIVIDER



REQUIRED  
HORIZONTAL  
DIVIDER



# BRAND/LOGO GUIDELINES: CUSTOMER CARE

BUILT TO A HIGHER STANDARD<sup>®</sup>  
**American Standard<sup>®</sup>**  
HEATING & AIR CONDITIONING

## APPROVED CUSTOMER CARE ICON USAGE



The preferred way to reproduce the Customer Care logo is in color.



When the color version cannot be used in black & white print media, the Customer Care logo may be reproduced in grayscale.

## CLEAR SPACE

ON WHITE OR LIGHT IMAGE



The Customer Care logo must always be at least the height of the circle within the logo away from any other object, except when paired with the American Standard logo or other logos/marks and a vertical line is used.

# BRAND/LOGO GUIDELINES: AMERISTAR

BUILT TO A HIGHER STANDARD<sup>®</sup>  
**American Standard**<sup>®</sup>  
HEATING & AIR CONDITIONING

## APPROVED AMERISTAR LOGO USAGE



The smallest the logo can be used to still be clear and effective is 1.25" wide in print or 125 pixels for screens.



### LOGO SPACING

An appropriate amount of space (width of the "A" in Ameristar logo) should be left between the Ameristar logo and other information, such as product names and other logos.



AMERISTAR RED



AMERISTAR NAVY



AMERISTAR GREY

C / 6	R /	225	C / 100	R /	17	C / 25	R /	192
M / 100	G /	31	M / 82	G /	52	M / 21	G /	189
Y / 97	B /	41	Y / 40	B /	85	Y / 21	B /	189
K / 0	HEX / e02229		K / 33	HEX / 113356		K / 0	HEX / c0bdbd	



### ON WHITE

This is the preferred Ameristar logo lockup. Its use across all mediums provides a consistent appearance and ensures the proper relationship between the logo elements.



### REVERSED

When used on the Ameristar Navy background, always use the reversed logo.

Do not use any other color combination.



### ONE COLOR

The logo and endorsement in black may be printed on a white background for black-and-white-only applications. The star symbol must be knocked out of the black logo and not an overprint.



### ON BLACK

The logo and endorsement in white may be printed on a black background for black-and-white-only applications. The star symbol must be knocked out of the white logo and not an overprint.

# BRAND/LOGO GUIDELINES: AMERICAN STANDARD HOME

BUILT TO A HIGHER STANDARD<sup>®</sup>  
**American Standard**<sup>®</sup>  
HEATING & AIR CONDITIONING

## AMERICAN STANDARD HOME

This is the American Standard Home Moniker design. Per best practice instructions on the following pages, this Moniker must always be utilized with the American Standard logo to reinforce these branded services, but never shown as a side-by-side lockup. The icon is part of the moniker and should never be used separately from the logotype. The American Standard Home Moniker is currently available in American Standard Blue. Black or Reversed can be used when necessary. The trademark symbol must always be shown.

An appropriate amount of space (diameter of 1 logomark) should be left between the Moniker and other information, such as product names and other graphics.

The Moniker should never be placed directly next-to, above, or below the American Standard logo. The moniker should be placed appropriately, but still accompanied by the American Standard logo somewhere on all print and digital placements. Wherever the moniker is used, the American Standard logo should also be visible.

AMERICAN STANDARD BLUE:



BLACK:



REVERSED:



CLEAR SPACE:  
Height/Width of logomark



1.5" Print Minimum



125px Web Minimum

# ASSEMBLED IN THE USA CLAIMS

## “ASSEMBLED IN THE USA” CLAIMS

“Made in America” and “Assembled in the USA” are strictly regulated legal claims.

No American Standard products qualify for the claim “Made in America.” Do not make this claim or similar claims such as “Manufactured or Produced in the USA.” Do not imply this claim by using images such as American flags or maps of the United States.

Certain American Standard products do qualify for “Assembled in the USA.”

Because we have a mix of assembled and sourced products, we cannot make unqualified statements about the brand. You cannot say the following: American Standard products are Assembled in the USA.

Example of what you can say:

The S9X2 gas furnace is Assembled in the USA (or alternately) in Trenton, NJ.

(See qualifying products listed below)

## OUTDOOR UNITS

Assembled location: Tyler, TX

4A6V/5A6V Heat Pumps	4A7V/5A7V Condensers
4A6Z Heat Pumps	4A7Z Condensers
4A6H/5A6H Heat Pumps	4A7A/5A7A Condensers
4A6B Heat Pumps	4A7B Condensers
4A6C/5A6C Heat Pumps	4A7C/5A7C Condensers
4TWB Heat Pumps	4TTB Condensers
4TWA Heat Pumps	4TTA Condensers
4TWB Heat Pumps	4TTB Condensers
2TWB Heat Pumps	2TTB Condensers
4A6L Heat Pump	4TTM (Only serial #'s 14011 and later are Assembled in USA) 4A7L Condensers

## GAS FURNACES

Assembled location: Trenton, NJ

AUHM Gas-Fired Furnaces	ADHM Gas-Fired Furnaces
AUH Gas-Fired Furnaces	ADH Gas-Fired Furnaces
AUX Gas-Fired Furnaces	ADX Gas-Fired Furnaces
S9VGas-Fired Furnaces	S9X Gas-Fired Furnaces
S9B Gas-Fired	
S8X Gas-Fired Furnaces	S8B Gas-Fired Furnaces
AUC Gas-Fired Furnaces	ADC Gas-Fired Furnaces
AUD Gas-Fired Furnaces	ADD Gas-Fired Furnaces
AUE Gas-Fired Furnaces	ADE Gas-Fired Furnaces

## PACKAGED UNITS

Assembled locations: Panama City, FL | Smith, AR

4TCY Cooling Packaged Models  
4TCC Cooling Packaged Models  
4TCX Cooling Packaged Models

## AIR HANDLERS

Assembled location: Vidalia, GA

GAM/5TAM Air Handlers  
GAT Air Handlers  
TEM/5TEM Air Handlers  
4TEE Air Handlers  
4TEC Air Handlers  
4TFB Air Handler  
GMU/V OTWH Air Handlers  
A or TAM/5TAM Air Handlers  
GAF Air Handlers  
4TEH Air Handlers  
4TGB Air Handlers  
4TFE Air Handlers

## CASED COILS

Assembled location: Trenton, NJ & Vidalia, GA

4TXC/5TXC Cased Coils  
4CXC Cased Coils  
4NXC Cased Coils  
4PXC/5PXC Cased Coils  
4TXA Un-Cased Coils  
4TXF Flat Coils  
4NXA Un-Cased Coils  
4PXA Un-Cased Coils

## PACKAGED HEAT PUMPS

Assembled locations: Panama City, FL | Smith, AR , | Tyler, TX

4WCZ Heat Pump Packaged Models  
4WCY Heat Pump Packaged Models  
4WCX Heat Pump Packaged Models  
4WHC Heat Pump Over/Under Models

4DCZ Heat Pump Packaged Models  
4DCY Heat Pump Packaged Models  
4WCC Heat Pump Packaged Models

## GAS ELECTRIC PACKAGED HEAT PUMPS

Assembled locations: Panama City, FL | Smith, AR

4YCZ Gas Electric Packaged Models  
4YCX Gas Electric Packaged Models

4YCY Gas Electric Packaged Models  
4YCC Gas Electric Packaged Models

# WHY ADVERTISING DISCLOSURES ARE NEEDED

Disclosing the details of a promotional offer is incredibly important because it helps customers make informed choices. Accurate and prominent credit terms and costs are also important because they help:

- Customers understand their financing options.
- Build trusted, positive experiences with your customers.
- Prevent the risk of litigation and damage to your reputation.

## What happens if I don't follow the advertising laws and regulations?

Wells Fargo and third-party advertisers like you are equally responsible for complying with the advertising laws or it may result in penalties like fines, reputation damage, and other negative consequences for all parties.

## Are compliance requirements for all financing programs the same?

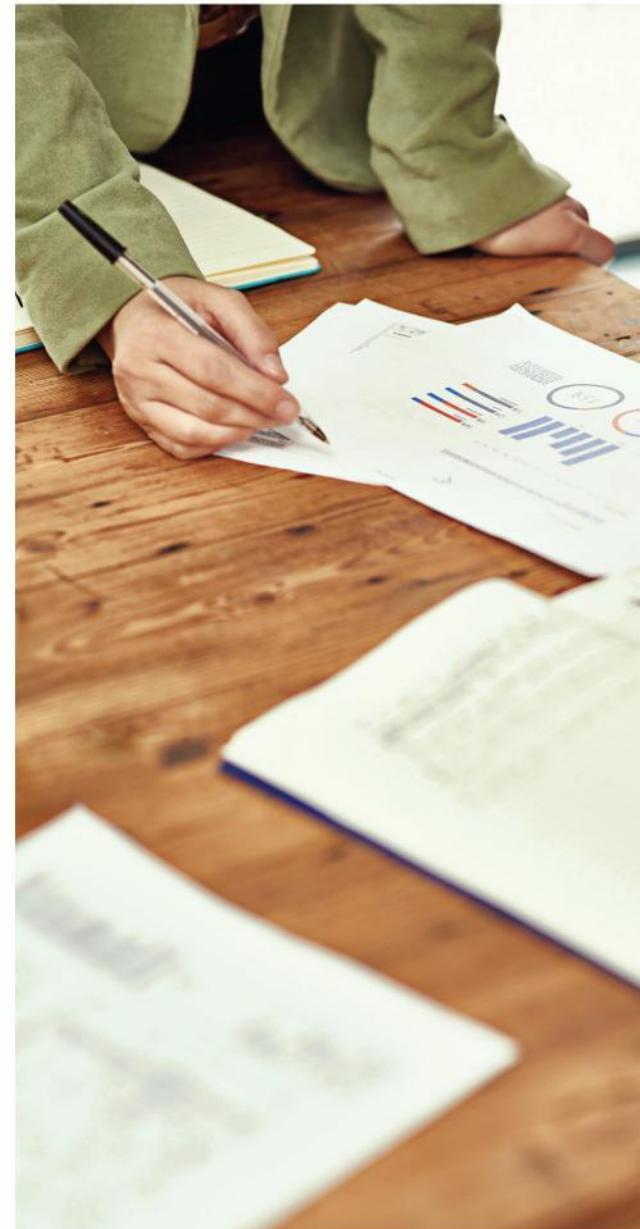
Different state and federal laws apply to consumer finance programs. Guidelines from other credit card program providers do not replace ours, which are based on Wells Fargo policy. All requirements may not transfer across finance providers.

State and federal laws and regulators that mandate specific rules when promoting financing include, but are not limited to:

- UDAAP (Unfair, Deceptive and Abusive Acts & Practices) laws
- Truth in Lending Act (TILA); including Regulation Z
- The Federal Trade Commission (FTC).

For full disclaimer guidelines, visit:

[https://retailservices.wellsfargo.com/programs/df3080921/en\\_US/pdfs/advertising\\_requirements.pdf](https://retailservices.wellsfargo.com/programs/df3080921/en_US/pdfs/advertising_requirements.pdf)



## CO-OP PRE-APPROVAL



You can submit your ads for co-op pre-approval to [dealeradvertising@munchsupply.com](mailto:dealeradvertising@munchsupply.com). Pre-approval requests submitted are processed within 24-48 hours. Please plan accordingly. Utilize MAX for correct logos.

### Managing Pre-approval Email Communications

Pre-approval email communications will be sent to the email address entered with the pre-approval and all contacts listed in your MAX "My Profile". You can manage your company contacts by clicking on the "My Profile" link at the top right hand corner of MAX. Contacts can be added or removed from this list.

If you encounter any difficulties with the preapproval process, contact MAX support at 855-747-0588 or [support@asairmax.com](mailto:support@asairmax.com).