7 Success Profile Metrics

SUCCESS PROFILE ENCOURAGES YOU TO PROVIDE FEEDBACK IN SEVEN CRITICAL AREAS OF OUR BUSINESS
Success Profile is a dynamic and never-ending process for cementing General Shale as the undisputed market leader in North America for building materials. It is a unified and global initiative affecting every Wienerberger employee.

Because no one knows your job like you, this convenient pocket guide is an easy way for you to reference our progress and to jot down fresh ideas on how we as a company can improve our process, our products, and our service to consumers and building professionals.

We ask that you review some of the progress already made in our journey to implement your ideas in seven key metrics. Then, write down new ideas during 2013 for submission to our leadership for additional improvements.

Transfer your ideas to an Idea Form and drop it into your Success Profile Suggestion Box at your location. Or, go to www.GSSuccess.com (the password is: success) and enter your suggestion under one of the seven metrics online.

Best wishes for a successful 2013,

Dick Green
CHIEF EXECUTIVE OFFICER | GENERAL SHALE
Since the launch of Success Profile, close to 175 ideas have been submitted, more than 60 of those through suggestion boxes, and 81 through our website. **Thirty-four ideas have been addressed or implemented into the system.** Among those who have submitted ideas, most of you have received some kind of feedback from management or will in the near future.

On the following pages are some of the Success Profile ideas that have been submitted and our leadership team’s response. As you read through the suggestions we’ve received, consider other ideas, and as they come to you, write them down in the pages provided and submit. The brightest ideas are often flashes of brilliance. Help us capture them all!
Expert for Building Professionals

“Being the expert is one of our strengths, but one we can continue to improve as we offer our expertise in building materials to builders, architectural firms and designers.”

- Steve Mason

SUBMIT YOUR SUGGESTION TODAY!
You can submit your suggestion using the nearest suggestion box or by logging on to www.GSSUCCESS.com, password: success
Expert for Building Professionals

SUGGESTION
Develop a “Wall Cost Calculator” for our Thin Product Applications. A tool that our sales people can use to show customers the cost/value of different installation methods for different product. Specific products to include Thin Rock, Thin Brick, Arris Stack, and any additional thin product. Showing the cost/value of different installation methods such as the recommended GS Exterior Residential Installations, vs. traditional scratch coat method will be a great selling too. - Manassas, VA

ACTION
Completed.

Questions to Consider

How can we improve our reputation as being the experts in our field? ________________

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What new products could General Shale introduce? ________________

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Name: ____________________________________________________________

Employee #: ______________________________________________________

Location: _________________________________________________________

My idea supports Expert for Building Professionals...

Here’s my idea: ____________________________________________________

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Great Ideas Start Here!

Name: ____________________________________________

Employee #: ______________________________________

Location: _________________________________________

My idea supports Expert for Building Professionals...

Here’s my idea: __________________________________

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Technological Leader

“Technology helps our plants be more efficient in producing our products and improves the overall quality.”

- Charles Smith

SUBMIT YOUR SUGGESTION TODAY!
You can submit your suggestion using the nearest suggestion box or by logging on to www.GSSUCCESS.com, password: success
Technological Leader

**SUGGESTION**
Install a wireless router in sales offices for iPad, mobile tablet, and/or laptop access for use by outside sales representatives who travel between multiple sales locations. This will help reduce cell phone data usage and improve speed and productivity without the need to plug in. - **Casper, WY**

**ACTION**
Being considered.

**Questions to Consider**

**How can we better position our company to grow through technology?**

**What technology can be used to make our company stand out among our competition?**
Great Ideas Start Here!

Name: ____________________________

Employee #: _______________________

Location: __________________________

My idea supports Technological Leader...

Here's my idea: _______________________

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Great Ideas Start Here!

Name: ____________________________

Employee #: _________________________

Location: __________________________

My idea supports Technological Leader...

Here’s my idea: ______________________

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"Providing tools needed to market our products and stand out above our competition."

- Dawn Henning
SUGGESTION
Implement the use of “Vending Misers” wherever we have vending machines (i.e., pop machines). These devices use a controller and a machine or wall-mounted sensor to monitor room occupancy and temperature. If 15 minutes pass without any pedestrian traffic, the “Vending Miser” will power down the machine. The machine is powered back up when people return and at regular intervals to keep the product cold. The manufacturer claims these devices can reduce machine power consumption and operating costs by as much as 46%. - Denver, CO

ACTION
Being considered.

Questions to Consider

What kind of technology would you like to see that could help market / sell our products?

What do other companies do that you consider modern & future-oriented that we could use at General Shale?
Great Ideas Start Here!

Name: ________________________________

Employee #: ____________________________

Location: ______________________________

My idea supports Modern & Future-Oriented...

Here’s my idea: _________________________

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Great Ideas Start Here!

Name: _______________________________________

Employee #: ___________________________________

Location: _______________________________________

My idea supports Modern & Future-Oriented...

Here’s my idea: __________________________________

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Building with a Clear Conscience

“This means our products are not only good for the environment but we strive to provide training and enforce safety procedures so our employees have the best workplace possible.”

- Mark Kinser

SUBMIT YOUR SUGGESTION TODAY!
You can submit your suggestion using the nearest suggestion box or by logging on to www.GSSUCCESS.com, password: success
Building with a Clear Conscience

SUGGESTION

There are many employees at our plant that take some sort of high blood pressure and cholesterol medicine. We need a blood pressure machine available to these people. When they are feeling bad, light headed, etc.; they can quickly take their blood pressure and take necessary precautions. - Fort Valley, GA

ACTION

Completed.

Questions to Consider

What new ways can we create our products while being environmentally responsible?

How can we work safer?
Name: ________________________________

Employee #: ________________________________

Location: ________________________________

My idea supports Building with a Clear Conscience...

Here’s my idea: ________________________________

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Name: ________________________________

Employee #: __________________________

Location: ______________________________

My idea supports Building with a Clear Conscience...

Here’s my idea: _______________________

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This means new materials and new building standards designed to cut heating and cooling costs.

- Kevin Ham
SUGGESTION

Since chimneys are not primarily used for discharging wood-burning fireplaces on a house, as in the past, is there anyway to make a “chimney” that is a water heat exchanger? Or a “kit” to adapt a chimney to become a hot water exchanger? - Corporate

ACTION

This idea is currently an ongoing General Shale project.

Questions to Consider

How can we be more efficient in our processes?  

Are there ways we can reduce waste?  

Great Ideas Start Here!

Name: ________________________________

Employee #: ____________________________

Location: ______________________________

My idea supports Leader in Energy-Efficient Construction...

Here’s my idea: ____________________________

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Great Ideas Start Here!

Name: ____________________________________________

Employee #: ______________________________________

Location: _________________________________________

My idea supports Leader in Energy-Efficient Construction...

Here’s my idea: __________________________________

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High Touch Company

“A company that is truly high touch offers the very best in true customer support.”

- John Hammett

Submit your suggestion today!
You can submit your suggestion using the nearest suggestion box or by logging on to www.GSSUCCESS.com, password: success
I was thinking about a desktop calendar as a way to “touch” our customers with information all year long and highlight a product each month. We could show all of our brick sizes with dimensions along the bottom, and along the side we could highlight a different product each month. This would remind our customers that we are a full line product manufacturer and are not limited to brick. - Chicago, IL

Questions to Consider

What can we do as a company to improve communication with customers?  

How can we show customers we appreciate their business?
Great Ideas Start Here!

**Name:** ________________________________

**Employee #:** ________________________________

**Location:** ________________________________

**My idea supports High Touch...**

**Here’s my idea:** ________________________________

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Great Ideas Start Here!

Name: ____________________________________________________________

Employee #: ______________________________________________________

Location: _________________________________________________________

My idea supports High Touch...

Here’s my idea: __________________________________________________

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Value Pricing

“What products or services do we offer or could we offer that increase our customers coming back to us for all their building material solutions?”

- John Hammett

SUBMIT YOUR SUGGESTION TODAY!
You can submit your suggestion using the nearest suggestion box or by logging on to www.GSSUCCESS.com, password: success
Value Pricing

SUGGESTION
To get the word out on per square foot pricing, I suggest a marketing piece with a simple yet catchy message; “You wouldn’t buy a car by the pound would you? So why are you still buying brick by the thousand? Get a better understanding of the value of brick. Contact your General Shale sales representative today for information on buying bricks by the square foot. It’s time to understand the true value of real natural brick.” – Chicago, IL West

ACTION
Being considered.

Questions to Consider

WHAT DOES VALUE PRICING MEAN TO YOU?


HOW CAN CUSTOMER SERVICE MAKE SURE THAT OUR CUSTOMERS DON’T NEED OR WANT TO GO ANYWHERE ELSE?
Name: ____________________________________________

Employee #: ______________________________________

Location: _________________________________________

My idea supports Value Pricing...

Here’s my idea: __________________________________

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Great Ideas Start Here!

Name: ________________________________

Employee #: __________________________

Location: ______________________________

My idea supports Value Pricing...

Here’s my idea: __________________________

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Understanding more about Value Pricing

**WHAT IS VALUE PRICING?**
“The valuation of goods or services according to how much consumers are willing to pay for it, rather than upon its production and delivery costs. Using a perceived value pricing technique might be somewhat arbitrary, but it can greatly assist in the effective marketing of a product since it sets product pricing in line with its perceived value by potential buyers.” - [www.businessdictionary.com](http://www.businessdictionary.com)

**WHY DO YOU CONTINUE TO SHOP AT A STORE OR BUY A PRODUCT KNOWING YOU ARE PAYING A HIGHER PRICE?**

**Examples:**
- **Tires** *(Michelin vs. Goodrich)*
- **Food** *(Local Grocery Store vs. Wal-Mart)*
- **Appliances** *(Maytag vs. Whirlpool)*
- **Shoes** *(Nike vs. New Balance)*
What can General Shale do to create a higher pricing value on our goods and services?

What can General Shale do to convince the public that our products and services are worth paying a higher price?

Your thoughts on Value Pricing:
Great Ideas Start Here!

Name: __________________________

Employee #: ______________________

Location: _________________________

My idea supports this Success Profile Point...

Here’s my idea: ___________________

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Name: ________________________________________________

Employee #: __________________________________________

Location: _____________________________________________

My idea supports this Success Profile Point...

Here’s my idea: _______________________________________

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Great Ideas Start Here!

Name: ____________________________________________

Employee #: _______________________________________

Location: _________________________________________

My idea supports this Success Profile Point...

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Here’s my idea: ____________________________________________________________

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Name: ________________________________

Employee #: __________________________

Location: ______________________________

My idea supports this Success Profile Point...

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