



888.363.3377 • thebedrock.com
2540 Zanella Way, Suite 20, Chico, CA 95928

To: Goodman Private Label Dealers
From: Bedrock Markets
Subject: Private Label Customizable Brochure

As part of the Goodman Vendor Family, Bedrock Markets is pleased to offer you a Private Label Brochure. This will give you an opportunity to differentiate your business, your brand and spotlight specific product offerings.

The new Private Label Customizable Brochure Design includes:

- An updated, fresh contemporary look
- Numerous areas within the brochure for dealers to provide customized images, logos, dealership history or specialty service information, website, special offers and more!
- Ability to select up to 4 product families and up to 4 models within each product family

Bedrock Markets is a preferred print and mail vendor for Goodman companies. We have provided service to Goodman, Amana, Daikin dealers for since 2011. If you have anything to print or mail, we would suggest you give us a call to take advantage of the discounted pricing we offer to Goodman Company dealers.

The design work provided to you will be professionally created according to the attached template. You will receive a High-Resolution PDF copy, which you can take to your local printer, or have Bedrock print and ship to you. To keep your costs manageable, there will be a small discounted design fee for your brochures of \$125. Please see the Order Form for the details on your template selections and print pricing.

The Private Label Dealer Order Form is also located on www.thebedrock.com/goodman, or upon request via email to Bedrock Markets (info@thebedrock.com). Also attached is a sample brochure of how it looks, and includes an overview of the customizable fields (in yellow). If you have any questions regarding this news item or require additional materials, please contact anyone at Bedrock Markets at 1-888-363-3377 or email us at info@thebedrock.com.

Thank you for growing your business. It will be an honor to work with you.

Russ Thayne
CEO
Bedrock Markets, Inc.

CUSTOMIZED PRODUCTS

PRIVATE LABEL DEALER BROCHURE

ORDER FORM



Bedrock
MARKETS

Upon completion of all data, email this form to Bedrock Markets (info@thebedrock.com).
Pages 3-4 of this document contain a sample layout and details about the brochure format.

DEALER INFORMATION

Name of Dealer

Contact Name

Address

City

State

Zip

Phone

Fax

Email

Website (URL)

What is your company history/philosophy?

(Limit 1,000 characters. Send additional copy as separate Word file or text.)

Which credit cards do you accept?

☐ Visa

☐ Mastercard

☐ American Express

☐ Discover

Do you offer financing?

☐ Yes

☐ No

BROCHURE PRODUCT INFORMATION*

Mark (or click) the check boxes to select the product data you wish to include in your brochure. **Limit 4 product families and 4 products per product family.**

Air Conditioners

☐ GVXC20 ☐ GSXC18 ☐ GSXC16 ☐ GSX16

☐ GSX14 ☐ GSX13

Heat Pumps

☐ GVZC20 ☐ GSZC18 ☐ GSZC16

☐ GSZ16 ☐ GSZ14

92-97% AFUE Gas Furnaces

☐ GMVM97 ☐ GCVM97 ☐ GMVC96 ☐ GMVS96U

☐ GCVC96 ☐ GMEC96 ☐ GCEC96 ☐ GMES96

☐ GCE96 ☐ GMES92

80% AFUE Gas Furnaces

☐ GMVC80 ☐ GCVC80 ☐ GMEC80 ☐ GCEC80

☐ GMES80 ☐ GCE80

Air Handlers/Modular Blowers

☐ AVPEC ☐ AVPTC ☐ ASPT ☐ ARUF

☐ MBVC ☐ AWUT ☐ AWUF ☐ ACNF

PRICING

Design Work: High Resolution PDF Proof for you to Print, or Bedrock can print and ship for you with the following prices.

By Template ☐ \$125

Custom Design ☐ \$450*

*6 hours maximum for custom design. Any additional hours are \$100/hour.

Printed Brochures** Final Product Includes Free Shipping

	Qty	Price	Each
<input type="checkbox"/>	250	\$447.00	\$1.79
<input type="checkbox"/>	500	\$457.00	\$0.91
<input type="checkbox"/>	1,000	\$527.00	\$0.53
<input type="checkbox"/>	2,500	\$787.00	\$0.31
<input type="checkbox"/>	5,000	\$1,117.00	\$0.22
<input type="checkbox"/>	10,000	\$1,977.00	\$0.20

HOW TO ORDER

Order your brochures by emailing, faxing or calling Bedrock Markets with all necessary paperwork and information.

Type of Card: ☐ Visa ☐ Mastercard ☐ AMEX ☐ Discover
☐ Other: _____

Name on Card

Billing Address (☐ same as dealer information)

Billing Zip Code

CVV

EXP. DATE

Card Number

Forms accepted by the following methods:

Email: info@thebedrock.com / Phone: (888) 363-3377

Fax: (530) 894-7150

LOGOS, GRAPHICS & PHOTOS

Company Logos

If you would like to use your company logo on your brochure, a size of at least 3" wide; high resolution (300ppi) is required.

Additionally, we require logo files to be in the .ai, .eps, .jpeg or .tiff formats. Website logos tend to be low resolution and are not adequate for quality printing.

Photos

If you would like to use photography specific to your company in your brochure, an image size of minimum 6" wide is required.

High resolution photography is preferred (300 ppi). As with website logos, website photography is low resolution and not adequate for printing unless the image is at least double the size (in inches) for which it will be printed.

File Transfer

If your photos are too large to email, the best way to send us your files is to send them via **Dropbox** or **SendThisFile.com** to info@thebedrock.com.


CUSTOMIZED PRIVATE LABEL DEALER BROCHURE SAMPLE LAYOUT


Your customized brochure prints on one 11" X 17" sheet and folds to a final size of 8½" X 11". The products and product features chart shown on this sample will be customized to represent the specific products you wish to promote based upon the information you provide in the attached form.





WE OFFER
**COMFORT.
RELIABILITY.
GOOD VALUE.
PERFORMANCE.**






**HIGH EFFICIENCY
AIR CONDITIONING &
HEATING SOLUTIONS**

EXCEPTIONAL LIMITED WARRANTIES

Call Today.
We're here to help you!



(888)363.3377 | www.thebedrock.com

CUSTOM BROCHURES

FRONT COVER

Dealer provides:

- Pictures of their customer, technicians, trucks, or their team.
- Company logo
- Phone number, website address

QUALITY TO COUNT ON



The XXX brand product line is assembled in facilities that are ISO 9001- and 14001-certified, which is accepted worldwide as the independent standard for quality manufacturing, management processes and environment management practices.

Quality, in fact, is an integral part of the XXX brand mission. From initial assembly to final installation, the XXX brand is working diligently to elevate homeowner perceptions of the entire HVAC industry.

INDOOR COMFORT FOR EVERY SEASON

The purchase of an indoor comfort system is not one to be taken lightly. However, it's one you can make with an air of confidence when you consider all that distinguishes the highly regarded XXX brand!

WE GO THE EXTRA MILE TO MAKE YOUR HOME A HAVEN!

"Your Co.'s new inverter Heat Pump is insane! My home has never been so consistently comfortable. My City Utility bills are half what they used to be."

- John Doe, City

CALL YOUR CO TODAY!
VISIT WWW.YOURWEBSITE.COM

**INDEPENDENT. DEPENDABLE. COURTEOUS.
PROMPT. HONEST. HIGHLY-SKILLED. RESPECTFUL.**





2140 Zaneville Way, Suite 20
Chico, CA 95926

(888) 363-3377 www.thebedrock.com



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CUSTOM BROCHURES

BACK COVER

Dealer provides:

- Pictures of their technicians, or dealers meeting with customers
- Company logo
- Phone number, website address
- Credit card specifications, financing options
- Professional accreditations or BBB rating if applicable

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SERVICE 7 DAYS A WEEK!
(888) 363-3377
www.thebedrock.com

**ASK US ABOUT
FINANCING!**

ABOUT YOUR COMPANY

Your Co. has been the go-to HVAC company servicing residents of CITY/STATE since YEAR. Residents have come to trust Your Co. for all their heating system and air conditioning needs. Whether it's air conditioner and heating repair, the installation of a new furnace or heating system or calling an HVAC contractor out to the home for a seasonal AC or heating tuneup —We're here for you.



90% GAS FURNACES

MODELS	GMVM97	GCVM97
Lifetime Heat Exchanger Limited Warranty *	•	•
10-Year Unit Replacement Limited Warranty *	•	•
10-Year Parts Limited Warranty *	•	•
ComfortBridge™ Compatible	•	•
AFUE	Up to 90%	Up to 90%
Gas Valve Type	Modulating	Modulating
Self-Diagnostics Control Board	•	•
Aluminized Steel Primary Heat Exchanger	•	•
Stainless Steel Secondary Heat Exchanger	•	•
Motor Type	Variable-Speed ECM	Variable-Speed ECM
Silicon Nitride Igniter Type	•	•
Installation Options	Upflow Horizontal	Downflow Horizontal
ENERGY STAR Certified		

10 YEAR PARTS LIMITED WARRANTY
LIFETIME HEAT EXCHANGER LIMITED WARRANTY
10 YEAR UNIT REPLACEMENT LIMITED WARRANTY

*Complete warranty details available. To receive the 10-Year Unit Replacement Limited Warranty, Lifetime Heat Exchanger Limited Warranty (good for as long as you own your home) and 10-Year Parts Limited Warranty, online registration must be completed within 60 days of installation. Online registration is not required in California or Quebec.



80% GAS FURNACES

MODELS	GMVC8	GCVC8
Lifetime Heat Exchanger Limited Warranty *	•	•
10-Year Unit Replacement Limited Warranty *	•	•
10-Year Parts Limited Warranty *	•	•
ComfortBridge™ Compatible	•	•
Self-Diagnostics Control Board	•	•
Aluminized Steel Tubular, Dual-Diameter Primary Heat Exchanger	•	•
Gas Valve Type	Two Stage	Two Stage
Motor Type	Variable-Speed ECM	Variable-Speed ECM
Igniter Type	Silicon Nitride	Silicon Nitride
Installation Options	Upflow Horizontal	Downflow Horizontal

10 YEAR PARTS LIMITED WARRANTY
LIFETIME HEAT EXCHANGER LIMITED WARRANTY
10 YEAR UNIT REPLACEMENT LIMITED WARRANTY

*Complete warranty details available. To receive the 10-Year Unit Replacement Limited Warranty, Lifetime Heat Exchanger Limited Warranty (good for as long as you own your home) and 10-Year Parts Limited Warranty, online registration must be completed within 60 days of installation. Online registration is not required in California or Quebec.

SPLIT SYSTEM AIR CONDITIONERS

MODELS	GSXC18	GSXC16	GSX16	GSX14
10-Year Unit Replacement Limited Warranty *	•	•	N/A	N/A
Lifetime Compressor Limited Warranty *	•	•	N/A	N/A
10-Year Parts Limited Warranty *	•	•	•	•
ComfortBridge™ Compatible	•	•	N/A	N/A
SEER	Up to 19	Up to 17	Up to 16	14 SEER
Compressor Type	High-Efficiency Two-Stage Scroll Compressor	High-Efficiency Two-Stage Scroll Compressor	Energy Efficient	Energy Efficient
Condenser Fan Type	Two-Speed ECM	Two-Speed Super Quiet	Single Speed	Single Speed
SmartCool™	•	•	•	•
Compressor Sound Blanket	High Density	High Density	Select Models	N/A
Factory-installed Filter Drier	•	•	•	•
ENERGY STAR Certified™				NO

*Complete warranty details available. To receive the 10-Year Unit Replacement Limited Warranty, Lifetime Compressor Limited Warranty (good for as long as you own your home) and 10-Year Parts Limited Warranty, online registration must be completed within 60 days of installation. Online registration is not required in California or Quebec.

10 YEAR PARTS LIMITED WARRANTY
LIFETIME COMPRESSOR LIMITED WARRANTY
10 YEAR UNIT REPLACEMENT LIMITED WARRANTY



AIR HANDLERS

MODELS	AVPTC MULTI-POSITION	ASPT MULTI-POSITION
10-Year Parts Limited Warranty *	•	•
ComfortBridge™ Compatible	•	N/A
ALL-ALUMINUM Evaporator Coil	•	•
Factory-Mounted TXVs	•	•
R-410A Refrigerant	•	•
Tonnage	1 to 5 Tons	1 to 5 Tons
Motor Type	Variable-Speed ECM	Multi-Speed ECM

*Complete warranty details available. To receive the 10-Year Parts Limited Warranty, online registration must be completed within 60 days of installation. Online registration is not required in California or Quebec.



ComfortNet™ Communicating System-Compatible

Continuously monitors system performance and allows remote control of systems as an option.



www.USHOMEComfort.com

CUSTOM BROCHURES

INSIDE SPREAD

Dealer provides:

- Company logo, Phone number, website address
- Short paragraph about their company
- Products selection listed on custom brochure Order Form
- Limit 4 product families
- Limit 4 products per product family
- Pictures of their technicians (optional)