

# Classic Craft® Repositioning

## Quick Reference Guide

### CLASSIC CRAFT®

- Hyphen is removed from brand name.
- Navy and gold color palette.
- Product line-specific font and text treatment.

#### Artissa Collection

Casual | Relaxed | Simple



#### Founders Collection

Traditional | Time-Honored | Decorative

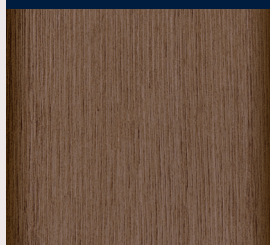


#### Visionary Collection

Modern | Confident | Minimal

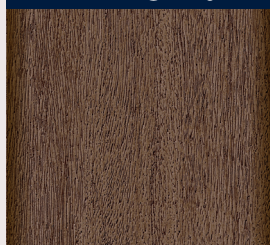


#### Fir



- Formerly known as Classic-Craft American Style Collection.
- Same part numbers.
- Same style numbers.

#### Mahogany



- Formerly known as Classic-Craft Mahogany Collection. Also includes doors in the former Classic-Craft Rustic Collection.
- NEW buff skin part numbers beginning with "CCR" will replace rose skin part numbers (CCM).
- Same style numbers.

#### Walnut



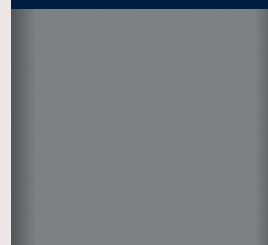
- NEW premium wood grain exclusively for Classic Craft.
- NEW part numbers and style numbers will begin with "CCW."

#### Oak



- Formerly known as Classic-Craft Oak Collection.
- Same part numbers.
- Same style numbers.

#### Canvas



- Formerly known as Classic-Craft Canvas Collection.
- Same part numbers.
- Same style numbers.



Classic Craft products purchased on or after January 1, 2021, will be backed by a 1x transferable lifetime limited warranty. This provides the homeowner with a lifetime limited warranty that will also transfer to the new homeowner upon sale of the home.



Classic Craft products purchased on or after January 1, 2021, with a PrismaGuard® premium finish will be backed by a transferable 10-year limited finish warranty. The balance of the 10-year limited finish warranty will transfer to a new homeowner upon sale of the home.