

BRS Alpha/Ascension Licensing Programs

BRS has developed program opportunities to assist existing and new licensees to maximize panel roof system manufacturing efficiencies while enhancing revenue growth possibilities for both companies.

What is an Ascension Licensee?

An Ascension Licensee is a new licensee who may not have the physical space, personnel, inventory, or the financial capital to own their production mill. The Alpha/Ascension program pairs up the manufacturing capabilities and inventory of the Alpha licensee with the new Ascension license holder. The symbiotic pairing relationship requires specific licensing addendums in addition to the Original Licensing Agreement including a written Certificate of Authorization from BRS to participate in the program. The symbiotic tied relationship with their Alpha manufacturer provides a valued steady client while adding revenue monies for the panel component purchases for the duration of the relationship.

Ascension Program Benefits:

Quick market entry with minimum expenditures and cost savings

- Faster entry into the marketplace within 90-120 days from license signing to providing roof systems
- Almost immediate access to complete technical guides and market capabilities under own selected trade name for roof system(s)
- Initial small portion of the license fee is due at license agreement signing with flexibility options for full payment of remaining licensing fee begins the process of marketing, selling, shipping own branded named standing seam roof system(s)
- Immediately receive license holder discounted advantages for roof system component parts gaining revenue dollars for other company strategic plans
- Near immediate marketplace supplier entry due to manufacturing department and inventory already established thru Alpha partner

Significantly reduced need for capital expenditure funds

- No need for added facility expansion to accommodate the roll forming mills
- No need to seek additional land to develop
- No roll forming mill equipment expenses
- No inventory coil stock or ancillary investments required
- No need to invest in new personnel to run panel line
- No increased need to purchase or invest in logistic support equipment

Managed strategic planning

- Capital expenditure savings provides for other priority options without preventing entry into standing seam roofing system market
- Elective roll former purchase planning
- Planned equipment and inventory coil stock purchase after establishing firm market presence and niche'
- Saved capital investment monies provide avenue for other companies objectives to be funded or pursued.

BRS Alpha/Ascension Licensing Programs

Symbiotic relationship advantages

- No cost for existing facility expansion since manufacturing done by Alpha partner
- No overhead expenses or revenue loss for machine roll former down time between orders
- Eliminate the high cost or need for outside buyouts from other manufacturers
- Bottom line revenue dollar pickup due to no more third-party buyouts
- Set material cost plus 20% panel pricing for competitive marketplace advantage
- Faster material deliveries since Alpha stock 24-gauge White and Galvalume inventories
- Overhead savings for personnel, insurance, wages, equipment maintenance, inventory, and ancillary item expense
- Symbiotic relationship connecting with Alpha manufacturer for 36 months with mutual separation clauses
- May continue symbiotic Alpha relationship indefinitely if both parties agree to continue after initial 36-month period
- No roll former maintenance expenses associated with owning a mill or tooling
- Offer paint and substrate warranties since they are third party pass thru to end user
- Access to Alpha other panel profiles, products, and accessories at contractor pricing or better
- Toll roll possibilities for specialty colors or one-off project roof systems
- Possibility of freight equalization on shared, joint, or "milk run" route trucks
- Expanded market influence and representation within the construction and design communities

Superior Seam Technology™ (SST) Roof System advantages

- Access to BRS technical, testing, sales/marketing, and development capabilities for life of license
- First year prepaid listing with ARCAT digital specification website under SST
- Offer the highest performing roof systems in the industry to existing and new clients
- Technical support for projects and /or jobsite issues
- Access to all testing reports and listing assistance with Underwriters Laboratories (UL), American Society for Testing and Materials (ASTM) and Factory Mutual (FM) test reports
- Proven Product Installation, Product Application, Architectural details, and Order Procedure guides
- Established longevity, weathertightness, wind uplift and water infiltration lab/field superiority proven performance with millions of square feet installed with ongoing satisfactory results
- Most up to date technological advanced innovative roof system(s) within the industry
- Patented means, methods and components make the roof system(s) the industry "benchmark" for all other competitors to seek to imitate

What is an Alpha Licensee?

An Alpha licensee is a license holder that has rolling mill production capabilities, 24-gauge coil stock (white and galvalume) inventory, equipment, internal infrastructure, including the ability to manufacture, package their licensed panel profile as a component order purchase for a new licensee with the identical licensed profile.

The Alpha acts as the manufacturing department for a new licensee called an Ascension license holder.