

BRS Alpha/Ascension Licensing Programs



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

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, internal infrastructure, including the ability to manufacture, package their licensed panel profile as a component order purchase for a new licensee without the ability to produce panels. The Alpha acts as the manufacturing department for a new licensee called an Ascension license holder.

ALPHA PROGRAM BENEFITS:

- Exclusive 100-mile geographical radius service area per Alpha manufacturer
- Minimum thirty six (36) month customer service relationship commitment agreements between Alpha and Ascension license holders for long term stability and sales revenue opportunities
- Continual expanding Ascension licensee manufacturing relationships thru added BRS roof system licensing program referred to Alpha manufacturers

SIGNIFICANTLY REDUCED OR ELIMINATED OVERHEAD EXPENSES:

Sales Engineering Estimating Drafting

INCREASED LINE EFFICIENCIES PRODUCING "CUT LIST" COMPONENT PANEL ORDERS ONLY

- Utilization of existing coil stock inventories in standard white color paint system or galvalume
- Added coil usage may lead to better volume coil pricing from existing coil material suppliers
- No additional overhead or personnel required since orders are produced on lines typically experiencing idle downtime (most metal building companies only run their SSR lines 25-35% of the time)

Ancillary added panel profile sales and accessories given added revenue at contractor pricing

SYNERGY REVENUE OPPORTUNITIES

- Toll rolling fee based custom color opportunities for non-stocked colors
- Possible freight equalization for joint shipped component panel orders with Ascension licensees
- Known sales panel pricing at cost plus 20% for panel manufacturing via "cut list component orders
- No warranty liability or requirements since paint and substrate are third-party pass-through warranties for the component "cut list" orders from Ascension licensees
- Expanded market influence and representation thru Ascension license holders' sales efforts

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 Stand-alone 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.