



Pella Communication Document

PRODUCT MARKETING BULLETIN #58-2018

DATE: September 14, 2018
TO: ALL PELLA PRO DEALER Sales Managers, Sales Representatives
FROM: Sandy Blom, Product Management
SUBJECT: NEW Architect Series® Scenescape Bifold expansion; Designer Series® Scenescape elimination

PRODUCT INFORMATION:

With the buzz around Architect Series contemporary products over the last couple of years, we are pleased to expand the Scenescape bifold patio door into the Architect Series Contemporary product line with the October 7 PQM PK release. You can now present your customers with a bifold patio door offering better able to meet the stylistic needs of each project with both Architect Series Traditional and Architect Series Contemporary brands.

As a reminder, all Designer Series bifold, multi-slide, and lift-and-slide units are being eliminated with the October 7 PQM PK release, per **Product Marketing Bulletin #44-2018**, sent in June.

Look for these additional bifold design and feature enhancements (see bulletin attachment for images):



- Pella and Baldwin® hinged door handle sets for configurations with a Passage Door for consistency across Pella patio doors on a project.
- Sleek dual point lock handle will lock and unlock the passive panels that fold, replacing the current surface-mounted flush bolts. Concealed multi-point locking systems are shared with Pella hinged doors for consistency.
- Ability to mix and match seven interior hinge finishes and five exterior hinge finishes to complement or contrast exterior aluminum cladding and interior panel finishes.
- Prefinished frames to accompany the existing prefinished panel capability.
- In Architect Series Contemporary, an optional “window” hardware handle height is a great solution when using a bifold as a window pass-through application. Verify performance for proper applications.

TRAINING:

Look for training during the regular October 8 Pro Dealer conference call.

LAUNCH SUPPORT:

Launch Flyers: An initial quantity will be shipped to each branch at the beginning of October. Additional copies will be available on the e-store.

This bulletin is to communicate information to authorized distributors of Pella® products.
This bulletin is not intended to be used as a marketing document.



Installation Info: www.installpella.com is being updated to include instructions at launch and an installation video coming later in the month. Installation instructions will be updated and on mypella.com > PERL > Installation > Door Instructions > Installation Methods > Assembly > Pella Scenescape Bifold Door Installation Instruction.

Architectural Design Manual: Online ADM will be updated to include the Architect Series Contemporary product line along with the design and feature updates at launch.

Web Updates: Pella.com, Pro.Pella.com and InstallPella.com will all be updated at launch.

Videos: A short operation video will be available on Pella.com as well as the installation video on InstallPella.com.

FUTURE LAUNCH MATERIALS:

A robust Scenescape marketing effort is being planned in conjunction with the launch of the multi-slide redesign in 2019. This will include:

- Physical sales tools: Look for an upcoming bulletin with details on tools for bifold and multi-slide.
- Social media content and amplification
- Public relations efforts
- Targeted segment-specific marketing efforts

SERVICE INFORMATION:

Designer Series bifold, multi-slide and lift-and-slide replacement parts will be vintage and still be available in PQM. The new design of the bifold will not accommodate using the Designer Series panels.

The Architect Series Service Parts Guide on PERL will be updated by launch with previous and current service parts. **The Wood and Clad Product History Guide** on PERL will be updated by launch to reflect the recent changes.

IMPORTANT DATES:

Last Order Date: Friday, October 5 Designer Series Scenescape bifold, multi-slide and lift-and-slide
Current bifold design with surface-mount flush bolts

First Order Date: Monday, October 8 Architect Series Traditional & Architect Series Contemporary with new design
and feature options.

QUESTIONS:

Your Sales Representative

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