

Date: April 6, 2020

To: Valued Drexel Metals Customers

Subject: Drexel Metals – New Color Chart with an Expanded Product Offering

First and foremost, we would like to say thank you for your business and partnership! We hope everyone is staying safe and healthy during the current COVID-19 crisis.

On April 6, 2020, Drexel Metals will release our newest version of our color chart! We are excited that our new chart aligns Drexel Metals with other CCM metal brands (Carlisle SynTec Systems and Versico Roofing Systems) and expands our Cool Roof Ratings beyond the former Energy Star program.

All painted products, except for Cardinal Red and Award Blue, will carry our 35-year non-pro-rated paint warranty. Below is a summary of the changes to the new chart.

• **9 New Colors, 2 New Metallics, and 2 New Bare Products:**

New Colors	New Metallics
Aged Bronze	Aged Copper Metallic
Award Blue	Zinc
Cardinal Red	
Charcoal	New Bare Products
Granite	Vintage® (residential chart)
Midnight Bronze	Urban Slate (residential chart)
Musket Gray	
Stone White	
Teal	

• **Same Color / New Name: *The former Drexel Metals color name is printed in parentheses next to the new color name.***

Former Color Name	New Color Name
Drexel Metals Dark Bronze	Antique Bronze
Drexel Metals Charcoal Gray	Iron Ore
Drexel Metals Granite (Low Gloss Charcoal Gray)	Inkwell (residential chart)

• **Color Changes: *The former Drexel Metals color name is printed in parentheses next to the new color name.***

Former Color Name:	New Color
Regal White	Bone White
Matte Black	Black
Dove Gray	Cityscape
Slate Blue	Military Blue
Pre-weathered Galvalume	Weathered Zinc
Metallic Copper	Copper Penny
Bright Silver	Silver
Deep Blue Sea	Interstate Blue

• **10-Year Color Fade Warranty**

Former Color Name	New Color
Brilliance Red (3-Coat)	Cardinal Red (2-Coat)
New Color	Award Blue

• **Colors/Products removed:**

Drexel Metals Bone White	Drexel Metals Teal Blue
Drexel Metals Regal White	Drexel Metals Linen White (Low Gloss Regal White)
Drexel Metals Aged Copper	Roofinox Tin Coated Stainless (residential chart)

Other Exciting Features:

- **Expanded Gauge Offering:**
 - We've expanded our 22-gauge offering from 6 to 15 colors.
 - We've expanded 0.040 and 0.050 aluminum offering to enhance our flat sheet and ES-1 perimeter edge program.
- **New Product Matrix on the back of our chart:**
 - Easy to reference matrix for what products are in stock, when to call to check availability, and what colors are listed with the Cool Roof Rating Council.
- **Low Gloss Colors:**
 - Our low gloss colors will match the equivalent standard color:
 - For example; Aspen Bronze matches our new Medium Bronze, Autumn Red matches the new Colonial Red, Chestnut Brown matches the new Mansard Brown, Midnight Green matches the new Hartford Green, Nantucket Gray matches the new Slate Gray, Pine matches the new Forest Green and Traditional Black will match the new Black.
 - No changes in Classic Bronze which matches Antique Bronze or Inkwel which matches Iron Ore.

Existing Drexel Metals Inventory:

During our transition period, the former Drexel Metals colors will be available. We plan to deplete our existing colors first and then start to ship the new. We understand that you may have inventory on your floor, or your customers have previously selected colors from our former chart. Rest assured, Drexel Metals will paint our previous colors on a project by project basis if we do not have it in stock when you order, however extended lead-times may apply. Drexel Metals will no longer paint the former colors for inventory after June 30, 2020.

We would like to ensure things go smoothly, and we ask that you are very specific about your needs, particularly for ongoing jobs, to ensure continuity of colors.

Drexel Metals will label the **new product** with the following label:



We are excited to make these changes that will improve Drexel Metals' inventory position, further expand our geographic footprint, and most importantly, improve our service capabilities to minimize inventory shortages. Thank you again for your business. We appreciate your partnership, patience, and support as we transition our color palette to serve you better!

[Link to new color charts](#)

Stay safe and healthy!

Warm Regards,

Brian Partyka
VP, Sales, and Marketing