**2020 OEM Parts rebranding FAQ** (01/27/2020)

* Why are we moving away from the ServiceFirst OEM brand?
	+ We are missing out of an opportunity to drive home the value of OEM Parts due to:
		- Our inconsistent parts branding & labeling
		- Lack of a meaningful OEM brand
		- Lack of a clear OEM value proposition
		- Significant confusion between ServiceFirst OEM and our Start to Finish (SF) value brand
* Will you keep the Service First OEM brand?
	+ No, we are moving away from the Service First OEM brand
	+ OEM parts will instead use our Trane and American Standard brands
* When will we start to see the newly branded boxes arrive?
	+ We are starting the transition in Q1 so you will start seeing parts with the new branding in Q1/Q2
* I have a lot of ServiceFirst inventory on my shelves. How long will I be able to advertise/support ServiceFirst?
	+ IWDs will be able to advertise ServiceFirst, Start to Finish, Trane or American Standard in 2020. We would strongly encourage you to begin advertising the Trane and American Standard brands as you deplete your ServiceFirst inventory. We will not permit ServiceFirst branding in 2021 on marketing materials
* Should I send back inventory that I have labeled with ServiceFirst?
	+ No. There is no changes to part numbers. There will be overlap at times until the inventory currently branded Service First is sold through
* Can I send back inventory with ServiceFirst labels if I want to?
	+ No
* Can I discount ServiceFirst inventory?
	+ No
* Which brand will the boxes reflect?
	+ Commercial parts will use the Trane brand to match the equipment
	+ Residential and LCU parts that are used in both Trane and American Standard equipment will be dual branded. One side will have Trane branding and the other will have American Standard branding. Please see slides for an example
* Will these brands support Ameristar and RunTru?
	+ Yes. RunTru parts will use the Trane brand and Ameristar parts will use the American Standard brand
* Will I be able to leverage the Trane, American Standard, or Service First logos in my marketing materials for co-op?
	+ Yes, you may use the relevant brand as you transition your inventory in 2020
* Which logo should I use to promote the Trane and American Standard OEM parts branded products?
	+ Trane or American Standard. Logos are available in the Parts MAX system (Parts MAX > Info Center > Logos)
* If I have more questions, who do I contact?
	+ For additional assistance, please contact your Regional Manager