



ON THE JOB
SINCE 1865™

**CAULKS &
SEALANTS**

ULTRA CLEAR LAUNCH

ULTRACLEAR™

Flexible All Purpose Waterproof Sealant

Improved Packaging & Positioning



New Ultra Clear Sub-brand

- Stronger claims & positioning against Lexel, Henry & other solvent clear products
- Research confirms that new Ultra Clear branding & positioning preferred by Pros & DIYers ¹

Clearer Cartridge & Modern Design

- New, clearer cartridge with bright blue nozzle & plunger convey “crystal clear”
 - Better than the “Red/Lexel”
- New plunger eliminates bubble in package
- Sleek, contemporary graphics implies *new, different & better*

Current

5.0 fl oz sku – 70798 18381
10.1 fl oz sku – 70798 18384

NEW

5.0 fl oz sku – 70798 18387
10.1 fl oz sku – 70798 18388

1. DAP Ipsos Concept Test, February 2018

SPECIALTY

New Packaging & Positioning



ULTRACLEAR™

Flexible All Purpose Waterproof Sealant *Ultra Clear, Ultra Flexible*



Ultra Flexible & Crackproof

- Withstands temperature & weather fluctuations without cracking
- 100% waterproof & weatherproof

Ultra Clear

- Applies Crystal Clear & stays clear
- Non-yellowing
- Clearer than silicone

Adheres to Wet or Dry Surfaces

- Immediate water ready – won't wash out
- Strong multi-surface adhesion
- Cured sealant is mold & mildew resistant



Positioning / Target Users

Niche ultra clear, ultra flexible all-purpose waterproof sealant with excellent cold weather performance and adhesion to wet surfaces

Looking for high performance, versatile product with crystal clear clarity



Pros: General Contractors / Remodelers, Roofers, WDS & K&B Installers, Home Builders, Property Managers



DIYers: Beginner, Light, Heavy

Sales Opportunity



5.0 & 10.1 fl. oz

- Niche sku to go head to head with Lexel & other crystal clear solvent sealants
- New packaging & design provides stronger on-shelf appearance
- Outperforms the competition on key attributes
- Convenient tube size ideal for use in tight spaces or when working from ladder

Versatile, All Purpose Sealant

EXCELLENT ADHESION TO:

- Vinyl
- Aluminum
- Metal
- Fiber Cement
- Wood
- Concrete & Masonry
- Brick & Stone
- Ceramic & Tile

IDEAL FOR SEALING:


- Windows
- Doors
- Trim
- Flashing
- Vents
- Metal Joints
- Siding
- Gutters
- Ducts
- Drain Spouts
- Lap Joints





ULTRACLEAR™

Performance Advantages

ATTRIBUTE	 ULTRACLEAR™	 Lexel	Henry® 212 All Purpose	 Silicone II	BENEFIT
Clarity/Hue	✓ Crystal Clear / Water White	✗ Slight Haze / Blue Tint	✗ Hazy	✗ Opaque	Better finished appearance / seamless blend with surface
Cold Temp Flex (ASTM C793)	✓ Pass	✗ Fail	✗ Fail	✓ Pass	Withstands weather & temperature fluctuations without cracking
10 Minute Tack Free Time	✓ Yes	✗ No	✗ No	✗ No	Quicker resistance to damage due to contact or handling
Paintable	✓ Yes	✓ Yes	✗ No	✗ No	Ability to be painted w/o paint separation
Application Temperature Range	20°F to 120°F	0°F to 120°F	32°F to 110°F	40°F to 100°F	Can be applied in a broad range of temperatures- <i>time savings</i>

SPECIALTY

New Packaging & Positioning



ULTRACLEAR™

Outperforms the Competition

Best Cold Weather Performance
Stays Ultra Flexible & Crackproof *Even in Cold Weather*

Sealant cracks & loses adhesion



✓ **Pass**



✗ **Fail**



✗ **Fail**

Test Method: C793, 250 hours UV Weathering. 24 hours at 26°C.
Flexed over 1/2" mandrel.

SPECIALTY

New Packaging & Positioning



ULTRACLEAR™

Outperforms the Competition

Adheres to Wet Surfaces



Crystal Clear /
Water White Clarity

 **ULTRACLEAR™** THE DIFFERENCE IS CLEAR

Lexel

THE DIFFERENCE IS CLEAR

Henry

THE DIFFERENCE IS CLEAR

Better clarity & hue than the competition

SPECIALTY

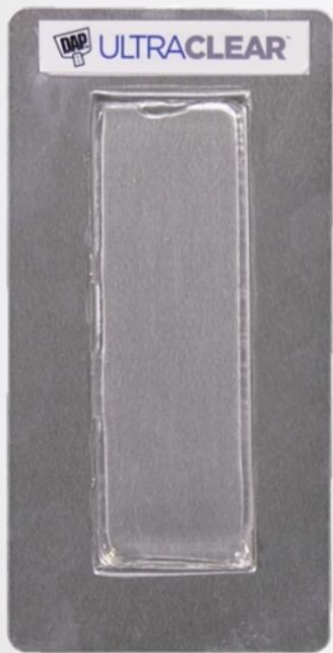
New Packaging & Positioning



ULTRACLEAR™

Outperforms the Competition

**Non-Yellowing /
UV Resistant**

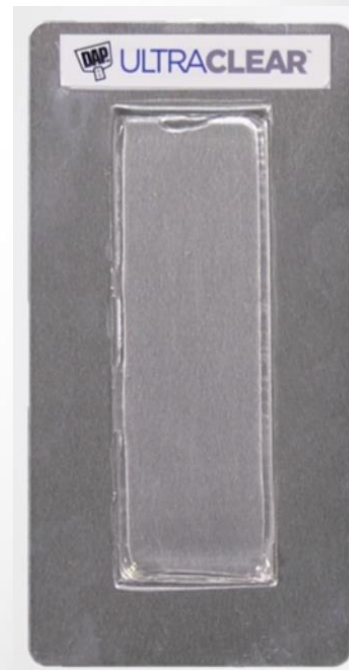


*Stays water white
with no yellowing*



*Unsightly yellowing over
time from UV exposure*

Clearer than Silicone



*True crystal clear clarity
for better appearance*



*Opaque, "milky" clear
does not provide true clarity*

Crystal Clear Clarity Demo



1. Purchase white porcelain tile, Lexel, Henry Clear & Silicone Clear (optional). Obtain DAP Ultra Ultra Clear sample.
2. Print out product names & THE DIFFERENCE IS CLEAR & glue on tile using Rapid Fuse
3. Apply thick bead of each sealant over top of the THE DIFFERENCE IS CLEAR
4. Allow sealants to fully cure.

Adheres to Wet Surfaces Demo



1. Purchase brick & small, clear plastic storage container. Obtain a sample of DAP Ultra Clear.
2. Insert brick and fill storage container with water to cover brick.
3. Apply bead of Ultra Clear to brick while under water.
4. Remove brick from water and apply another bead of sealant to wet brick.

ULTRACLEAR™

Set Up & Support Materials

Description	Size	Color	Case Pack	Case Code	Product Code	GTIN 14	Case Weight (lbs)	Case Dimensions (LxWxH)	Case Volume (cu.ft.)	Cases Per Pallet	Base Price
ULTRA CLEAR	10.1 fl oz	Crystal Clear	12	18388	0 70798 18388 9	100 70798 18388 6	9.25	8" x 6" x 12"	0.33	105	\$5.17
ULTRA CLEAR	5.0 fl oz	Crystal Clear	15	18387	0 70798 18387 2	100 70798 18387 9	6.00	7.75" x 7.37" x 10"	0.23	120	\$3.15

- New SKU's & pricing
- Old skus & product will be available until ~October 2018
- Double-Sided, Full Color Sell Sheet #30878-A
- Product & Application Photography
- Product Video

Transition Timeline

New SKUS: Q4
Old SKUS: Q4



Sell Sheet Part #30878-A