

## The Purpose of this Website

Our Distributors' Page is designed to help you by answering questions about our products, making your contract and the most current price lists available at the click of a button, giving you easy access to our approved Logos, and putting a fantastic array of images together so that you can download them for your use!

### Questions on our Products [Available to all logged in users]

The thumbnails on the Landing Page will direct you to our Product Pages. There, you will find:

- ) An overview of this product
- ) Uses
- ) Available modifications
- ) Specifications
- ) Frequently Asked Questions about this product
- ) Product grades
- ) Color and texture variations
- ) Finishes
- ) Layout options
- ) Surface finishing
- ) Edge options
- ) Seam options
- ) Lamination
- ) Photo Galleries

### Your Contract [Available to Tier 1 through Tier 2 users]

The most current copy of your contract.

### Your Price List [Available to Tier 1 through Tier 3 users]

A lot of our calls are from our distributors asking what their pricing is for products. Now you'll always have the most current list at the click of a button.

### Our Logos [Available to all logged in users]

Sometimes you just need our logo. Feel free to download our logo for use per the parameters set for in Appendix 9 of your contract.

### Downloadable Photos [Available to all logged in users]

We have collected images of awesome projects highlighting our products. We have helpfully grouped them into Packages; all you need to do is check the packages that you want and click the download button. Follow your operating platform's instructions on unzipping a file.

### Training Series [Available to all logged in users]

Our Training Series is made up of videos and documents to help you learn about The Bark House and Bark House brand products. We'll answer your technical and general questions in easy to use segments.

Is there something that you would like to learn about but don't see it? Please [contact us](#) to let us know about it.

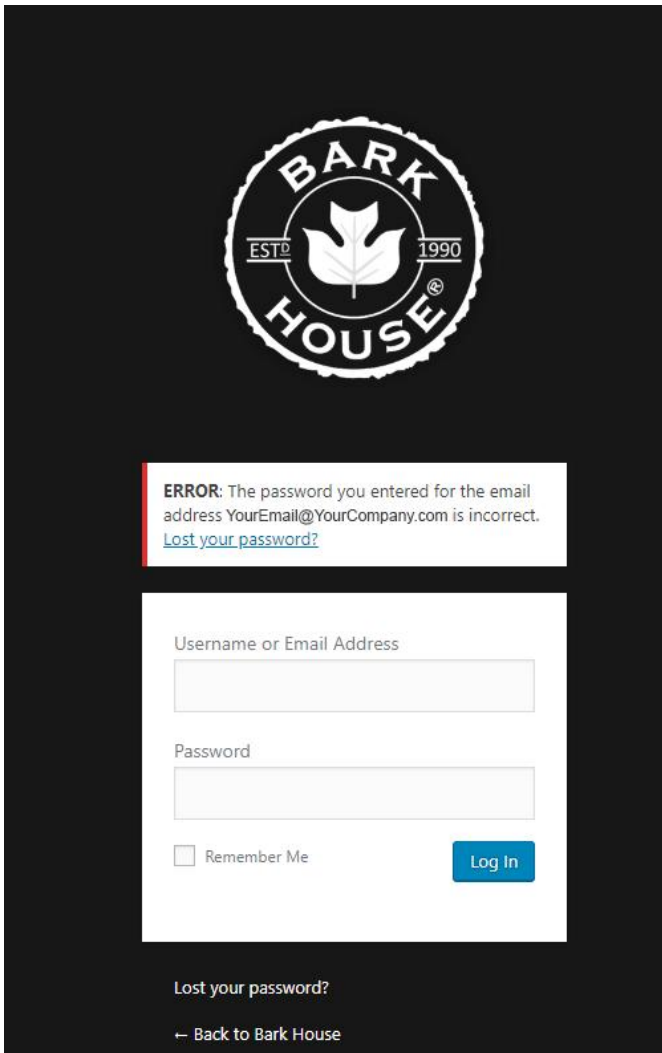
## Managing Your Account

To make this easy, we have eliminated the need for account administration. Distribution Managers are the only ones who add or delete other users.

### Forgotten Passwords

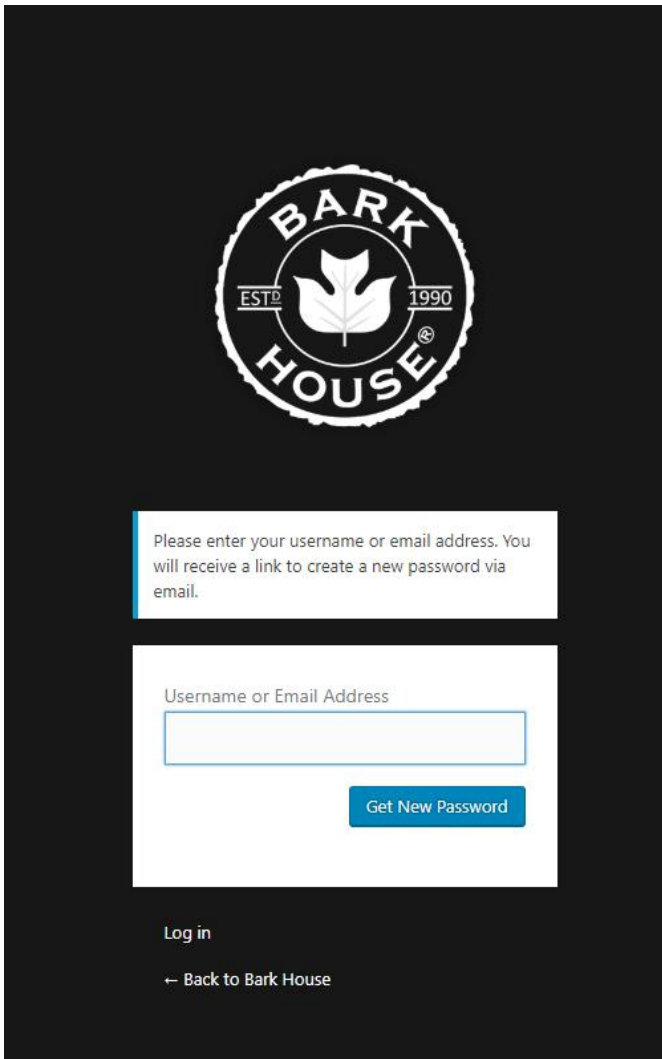
If you've forgotten your password...

- ) Open the Distributors' Page
- ) Click the "Log In" button; you'll be directed to this page:



The screenshot shows the Bark House login interface. At the top is the Bark House logo, a circular emblem with a leaf in the center, the text "BARK HOUSE" around the perimeter, and "ESTD 1990" on either side of the leaf. Below the logo is a white error message box with a red border: "ERROR: The password you entered for the email address YourEmail@YourCompany.com is incorrect. [Lost your password?](#)". Underneath is a login form with two input fields: "Username or Email Address" and "Password". Below the password field is a checkbox labeled "Remember Me" and a blue "Log In" button. At the bottom of the form area, there is a link "Lost your password?" and a link "← Back to Bark House".

- ) Click "Lost your password?" to be directed to this page:



- ) Enter your email address and click “Get New Password”
- ) Check your email for the link to reset your password
- ) You can either accept the computer-generated password or select your own strong password
  - o The password should be at least twelve characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! " ? \$ % ^ & )

## Adding Users

While on the Distributors’ Landing Page...

- ) Click “Manage My Account”
- ) Complete each of the fields
- ) Select the User Access Level
  - o Manager
    - Landing Page
    - Contract
    - Price List
    - Manage Users
  - o Tier 1
    - Landing Page
    - Contract
    - Price List
  - o Tier 2
    - Landing Page
    - Price List

- Tier 3
  - Landing Page
- ) Click the “Add New Distributor to [Your Company Name]” button

## **Deleting Users**

While on the Distributors’ Landing Page...

- ) Click “Manage My Account”
- ) Click in the box next to the name(s) of the users you wish to delete
- ) Click the “Delete Selected Users” button

# Using the Bark House Brand Product Pages

Each of our Product Pages are presented in two columns:

- ) The left side has images and links
- ) The right side has loads of information

## ***The Left-side***

### ***Images***

The first set of images showcase the product by itself or in representative projects. Below these you will find visuals of grades, color and textures variations, sanded and finish options, laminating options, species, shapes, and more, depending on the product.

### ***Links***

The Product Gallery link opens to an array of images that we've curated from the many projects that Bark House Products are used.

The Poplar Bark Panels, Rough Pine Panels, and Live Edge Slabs and Mantels pages have a link to the Current Inventory. Here you will find full-size images and dimensions of the items that we have in stock.

## ***The Right-side***

### ***Overview***

Learn more about our product, history of the species, and other important facts.

### ***Details and Dimensions***

This is where you'll find answers to the questions that your customers have regarding sizes, shapes, uses, and available modifications.

### ***For Professionals***

This section is aimed at Architects, Designers, and Contractors since they are the ones interested in the end-life of our products, though you may find that your customers are as well.

## **How to Use the Training Series Module**

The Training Series is comprised of white papers that can be read on line or printed for later review, and videos that can be viewed with one click. So that you can find what you need easily, each video or white paper has a theme: About Bark House, How To's, and Extra Product Details.

### ***Themes***

#### ***About Bark House***

This theme covers the History, Mission, Regenerative Business Practices, and the Legacy of the Bark House®. We feel knowing this information about our company makes it that much easier to sell Bark House Brand Products.

#### ***How To's***

These videos and white papers give step-by-step instruction on how to use this webpage and, more importantly, how to use and install our products. This is the place to go to learn how and why you should pre-order or how to place a custom order.

#### ***Extra Product Details***

Our [Products Pages](#) have so much information that you wouldn't think we could add more, but we will.

## ***Navigating the Landing Page***

#### ***Quick Links***

Under the page title, Training Modules, you will see the Themes. Clicking one of these Themes will open a new page which only filters in the Theme in which you are interested.

#### ***Module Titles***

The first line of text on each of the images in the landing page is the title of the video or document. The second line of text is the Theme name. In some cases, you will see even smaller text which gives a summary of what the video or the white paper is about.

#### ***White Paper vs. Video***

We added the red "play" icon to all images that link directly to videos so that you can find them at a glance. Video will start playing automatically.

With the white papers, you have the option of reading them online or printing them for reference.

If you have suggestions on other items you'd like to see in our Training Series, please [contact us](#) and let us know what they are.

**All educational material and videos are the proprietary property of Bark House® and may not be transferred in part or whole or any format to support any competing products.**

## Using the Bark House Logo

We have including a zip file of our approved Bark House® Logos in png format. While on the Distributors' Landing Page, simply click the "Download Bark House Logos" and follow your program's instructions on how to open a zip file.

Logo use is per terms of Appendix 9 of your contract:

### APPENDIX 9

#### CONDITIONS FOR USE OF LOGO:

The standard design logos offered herein ("Logo" or "Logos") are the exclusive property and registered trademark of Highland Craftsmen Inc DBA Bark House (BH). As such, BH owns all rights, title and interest in the Logos, including but not limited to, copyright, trademark, service mark, trade dress, moral rights, rights under any statutory protection of fine arts, and otherwise, as applicable. BH reserves the right to take action against any use of the logo that does not conform to any of the conditions herein, or that infringes any intellectual property or other rights of Bark House or violates applicable law. All use of or goodwill associated with the logo will convey to the benefit of Bark House. As a distributor of BH, you acknowledge that the Logos are being provided merely as a convenience and accommodation to You on an "AS IS" basis without warranty of any kind.

As a condition of Your use of any Logo, you agree to:

- ) Refrain from asserting any ownership, proprietary or other rights in any Logo or to challenge, contest, or take any other action inconsistent with BH exclusive ownership rights in the Logos, irrespective of any use You may make of any Logo;
- ) Refrain from seeking any form of registration in any state, federal or foreign jurisdiction, of any trademark, service mark, trade dress, logo or other commercial designation that includes any Logo or any colorable imitation or derivative thereof;
- ) Refrain from pursuing any claim, action or proceeding against Bark House, its affiliates, vendors or customers based upon any Logo used by You;
- ) Indemnify and defend BH and its affiliates from and against any claim, cost or liability of any kind, including for copyright and trademark infringement, arising out of Your use of any Logo;
- ) Waive, release and hold harmless Bark House, its affiliates, vendors or distributors from any claim or liability based upon BH printing or provision of any materials to any other distributor of Bark House or its affiliates containing a Logo similar or identical to a Logo selected by You;
- ) Refrain from the use of BH logo in association with or proximity to any other product or service that is not directly supplied from The Bark House;
- ) The logo will not be altered in any manner including its size, proportions, font, design, arrangement, colors or elements or animated, morphed or otherwise distorted in perspective or appearance;
- ) The logo will be displayed in a positive manner and will not be used in any way that adversely affects BH;
- ) You will not transfer, assign, sell, reproduce, distribute or otherwise exploit your use of BH logo or any link to the BH website;
- ) Distributor should seek prior approval from BH before associating Logo in any advertising or context that includes religious or political material, alcoholic beverages, tobacco, or firearms;
- ) The logo will not appear on pages including content, which BH finds in its sole discretion to be objectionable or which includes obscene, pornographic, violent, intolerant, tasteless, denigrating or sexually oriented content or materials;

- ) The logo will not create or give the appearance of creating an endorsement, approval, sponsorship, affiliation or recommendation of any product or service by Bark House;
- ) The logo will not be used or displayed in any way that disparages Bark House, infringes any intellectual property or other rights of BH, violates any national or international law, or diminishes or otherwise damages Bark Houses' goodwill in the logo;

Bark House reserves the right to make any change to the information and/or license provided herein at any time for any reason. You acknowledge and agree that you are responsible for keeping up with any such changes. Bark House also reserves the right to revoke permission to use the logo for any reason, in which case you agree to remove the logo within and associated links within 2 business days of notice of revocation. In such a case, you will be prohibited from reinstating the logo without further written permission from Bark House.