



Once and for all... It's the right choice!

Out of a very simple vision...

...solving problems associated with
eavestroughs/gutters...

...came **the greatest revolution**
the industry has seen in decades.



**800 points of sale across
Canada, the United States
and Europe**

Who We Are

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Alu-Rex is a manufacturing company working in the eavestrough/gutter industry. Founded by professionals with over 30 years' installation, sales and management experience, Alu-Rex distinguishes itself thanks to its extensive knowledge of the ins and outs of the industry. At Alu-Rex, the quality of the products, the strength of its team and its innovative marketing methods have led the company to become an industry leader.

Quest for the world

With over 25 million metres sold (80 million linear feet) in less than 10 years, Alu-Rex is a booming company always looking to develop new markets. Although it began operations in Quebec City, Canada, Alu-Rex is now distributed in over 800 points of sale across Canada, the United States and Europe. Alu-Rex's partners include renowned US company Ply Gem (Alcoa Home Exteriors). Alu-Rex's head office is still located in Quebec City, but a European subsidiary was established in Luxembourg to serve the entire European Union.

The future

Alu-Rex feels that the eavestrough/gutter industry is conservative and presents very few innovations. It is with a fierce desire to create that Alu-Rex works to solve the problems homeowners and professional installers have with eavestroughs/gutters.

Alu-Rex is very proud of the revolution and presence it has achieved around the world. In the coming years, Alu-Rex very much wants to extend its methods and products to the greatest number of people possible so as to become the industry standard for eavestroughs/gutters. In addition to the products already launched under a total of 15 patents, its Research and Development department continues to think up a wide range of ideas and projects that will help the eavestrough/gutter industry become more modern and adapted to the new realities of the years to come.



Alu-Rex offers its products' installers full advertising services

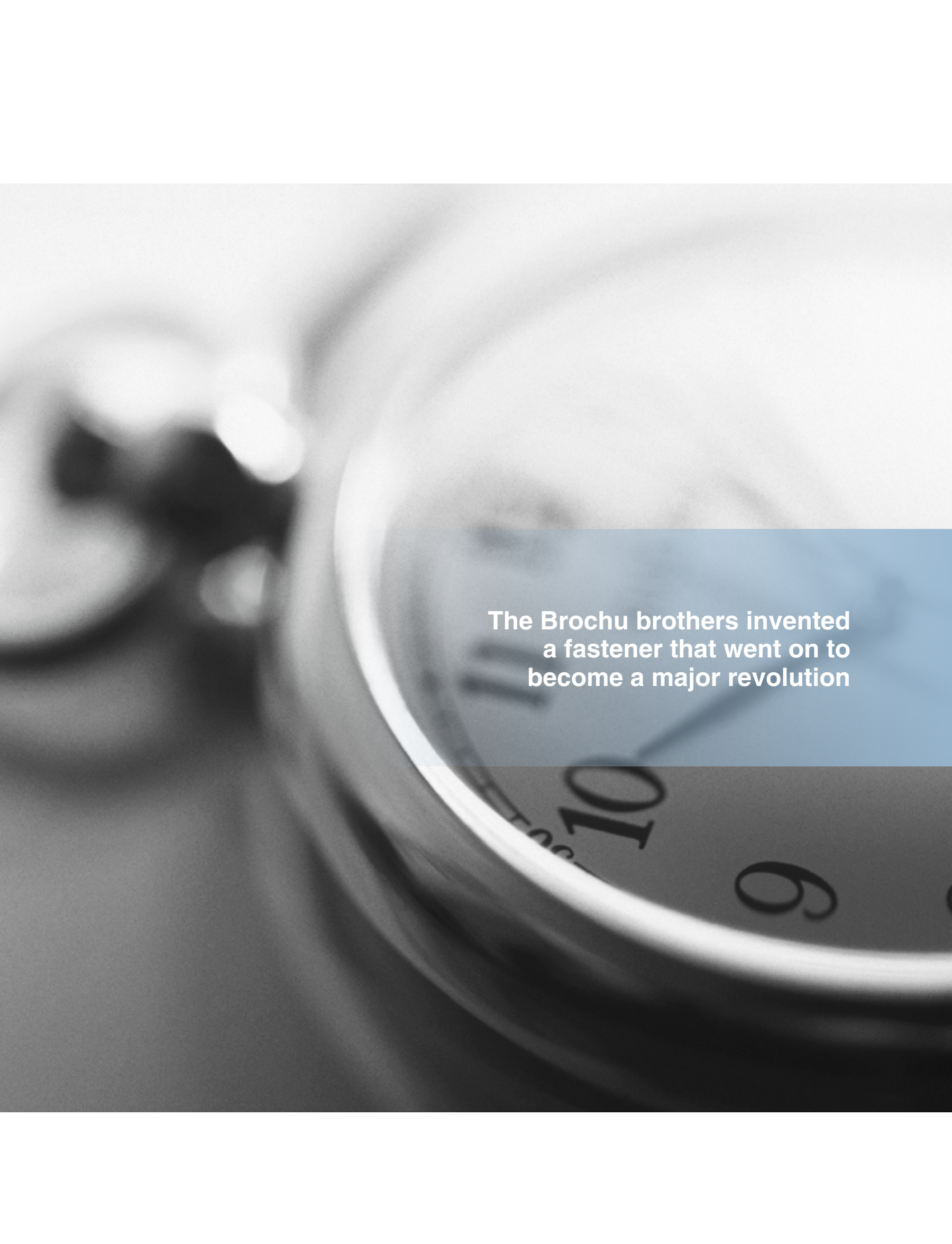
Guy and Stéphane Brochu, the founders of Alu-Rex, have always worked in the eavestrough/gutter industry. This industry holds virtually no secrets for them. With tens of thousands of eavestroughs/gutters installed in almost 20 years along with their experience as owners of installation companies and encounters with thousands of eavestrough/gutter companies around the world, Guy and Stéphane have gained extensive knowledge of the work habits of installers in the field, representatives' sales methods, and the vagaries of business management.

Innovative Marketing Methods

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That is why Alu-Rex's representatives do not rely on the traditional distribution network. Rather than focusing solely on distributors to promote its products, Alu-Rex's representatives work directly in the field with eavestrough/gutter companies. They offer installation tips, effective sales techniques and methods to increase profitability.

Alu-Rex also offers its products' installers full advertising services. Its account managers work directly with eavestrough/gutter entrepreneurs to develop customized marketing and sales tools. Brochures, websites, stickers for trucks and quote forms are some of the tools developed free of charge by Alu-Rex for eavestrough/gutter entrepreneurs.



The Brochu brothers invented
a fastener that went on to
become a major revolution

Background

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Alu-Rex is born out of the passion of Guy and Stéphane Brochu, brothers who have been working in the construction industry since childhood. At 16, Guy and Stéphane's father, owner of an eavestrough/gutter installation company, got them involved on worksites. When their father retired, Guy and Stéphane took over the business.

With their many years of experience, the Brochu brothers saw two major problems with traditional installation methods: eavestroughs/gutters were fragile and easily became clogged.

In 2000, the brothers started work on developing a leaf guard. In 2001, after extensive field testing, the Gutter Clean System was born and Alu-Rex was accordingly founded. The first Gutter Clean System boxes were delivered one by one to installers. The sales team was composed of the two owners, who travelled all across the province of Quebec.

In 2002, the Brochu brothers invented a fastener that went on to become a major revolution. Thanks to their discovery, eavestroughs/gutters are now extremely sturdy and durable. Make way for the continuous hanger!

From 2003 to 2009 Alu-Rex positively thrived, recording a 36% annual increase. It was at this time that Alu-Rex signed an agreement with Ply Gem (Alcoa Home Exteriors), thereby ensuring a national presence in the US.

In 2008, Alu-Rex chose Luxembourg to establish its European subsidiary. A new range of products was created and an entire team was set up to develop the European market.

In 2009, Alu-Rex again pulled out all the stops and invented a new, even sturdier continuous hanger. The famous Dura-Clean™ technology was also invented at this time, which prevents the formation of black tigerstripes.

Finally, 2009 also saw the launch of a brand-new range of products for do-it-yourself homeowners. With the growing popularity of DIY projects, Alu-Rex settled into the retail sales market to make their professional grade product accessible to everyone.



Stéphane Brochu
Founder

Guy Brochu
Founder

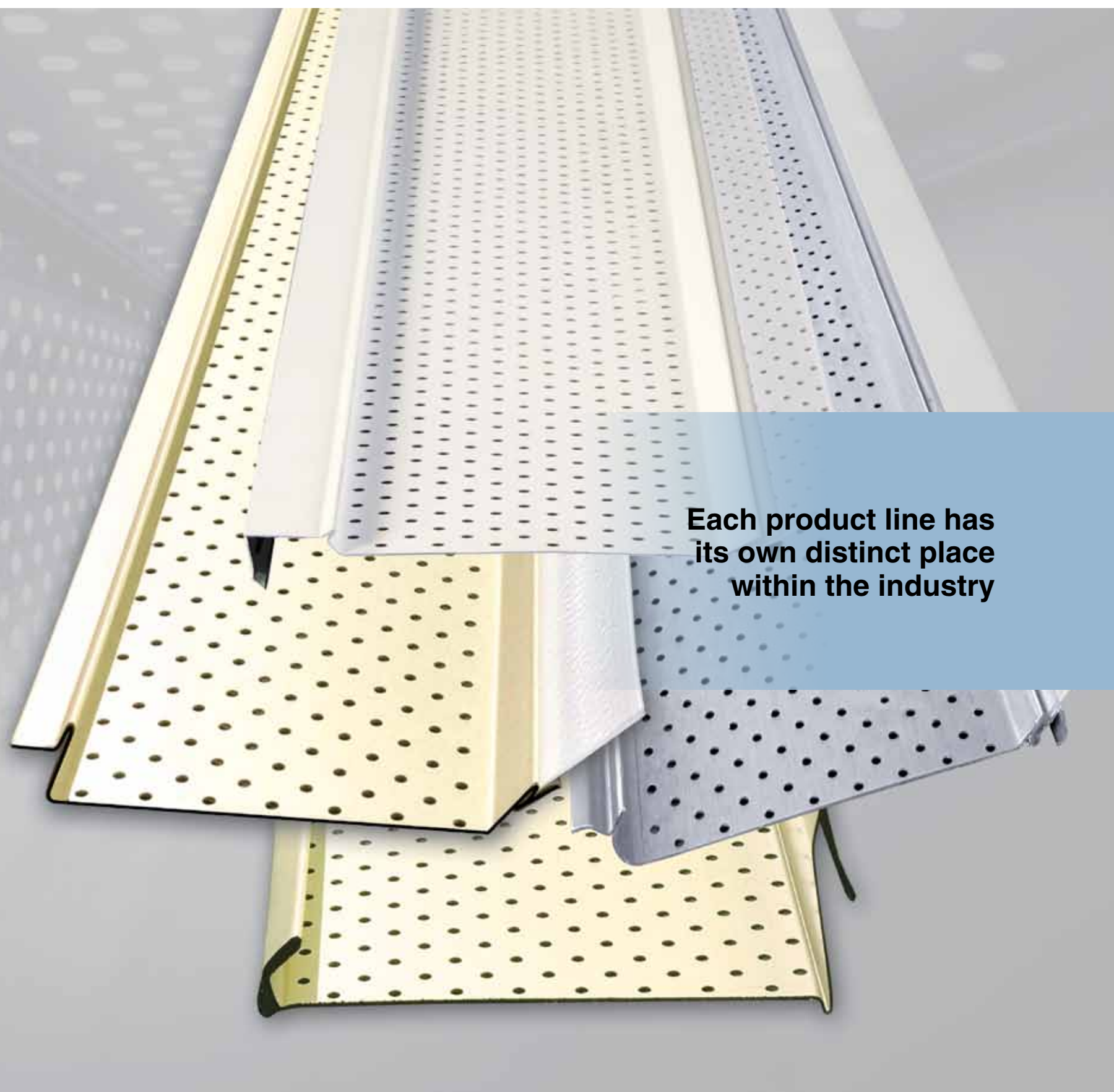
Not long after founding Alu-Rex, Guy and Stéphane Brochu recruited talented people in their respective areas of activity. At Alu-Rex, sales are handled by enthusiastic and persuasive representatives, the finances and accounting are ensured by renowned experts in the manufacturing sector, the marketing is orchestrated by creative enthusiasts who understand the needs of the industry, and the production is governed by meticulous employees, whilst visionary managers take care of product development.

The Alu-Rex Team

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It does not matter what each person specializes in, the team's devotion to a single objective is clear. In a coordinated creative effort, each in his own way devotes himself to transforming ingenious ideas into profitable realities!

With several dozen employees to date, Alu-Rex is a reputable employer offering its employees competitive working conditions and a most promising career. Alu-Rex recognizes the value of its employees and provides a highly stimulating environment within a dynamic company in full growth.



Each product line has
its own distinct place
within the industry

Four Product Lines

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torex™

The T-Rex™ product line is composed of fastening systems that make new eavestrough/gutter installations extremely sturdy and durable. This line is without a doubt the greatest revolution the industry has seen in decades. It is intended for professional installers of aluminium eavestroughs/gutters. In fact, this model of eavestrough/gutter has just about monopolized the North American market and is gaining popularity around the world.

gutterstark®

The Gutter Stark® line is a series of products for professional installers that protect existing eavestroughs/gutters against debris, leaves, moss, snow, ice, and falling tiles. It is especially tailored to the European market as it can be installed on half-round, arris and box models, to name but a few.

gutterclean® SYSTEM

The Gutter Clean System® product line presents the same advantages as Gutter Stark but is tailored to aluminium eavestroughs/gutters. It was with this line of products that Alu-Rex was introduced to professional installers in 2001.

maxprotek™

The MaxProtek™ product line is a series of products similar to the Gutter Clean System line, but available at hardware stores. With this product, DIY homeowners get access to professional grade products in the retail market.



**Alu-Rex simply means
“Aluminium King!”**

Green Products

Over the years, Alu-Rex has always been concerned with the impact of its products on the environment. Among other things, aluminium—one of the greenest materials currently available on the market—is the main material used to manufacture its products. In fact, Alu-Rex simply means “Aluminium King!”

For the Canadian and European markets, Alu-Rex only uses recycled and recyclable aluminium! This allows for a 95% savings of energy compared to aluminium produced using new bauxite.*

Flex-Seal™, a patented plastic strip used on a good number of Alu-Rex products, is made of partly recycled and fully recyclable cutting-edge materials.

At Alu-Rex, net losses of raw materials are almost nonexistent. Unusable aluminium is simply recycled, while the Flex-Seal™ material is returned to our supplier to be recast.

We are seeing a new trend in terms of green practices: the collection of rainwater. This concept consists in collecting the water from eaves-troughs/gutters to be used for other purposes, particularly for watering plants and flowerbeds. Since Alu-Rex products prevent debris from getting inside eavestroughs/gutters, they act like a filter, increasing the effectiveness of water collection systems.

* Aluminium Association of Canada



2004 – Finalist in the “Le Performant” (recognizing remarkable growth) and “Le Conquérant” (recognizing performance at the international level) categories - Chambre de Commerce de Lévis

2004 – Finalist for the “Rayonnement Hors-Québec” award, recognizing performance at the international level - Chambre de Commerce de Québec

Recognition

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2005 – Winner of the “Prix d’Excellence Les Pléiades 2005” in the “Le Performant” category, recognizing performance at the international level - Chambre de Commerce de Lévis

2005 – Best exhibition booth at the Home Builder and Renovator Expo in Toronto – the biggest event for construction professionals in Canada

2009 – Regional silver winner in the Export SME category – National Bank

Out of a still very simple vision...

...solving problems associated with
eavestroughs/gutters...

...Alu-Rex will never stop providing
peace of mind through its innovations.



alu-rex

Once and for all... It's the right choice!

CANADA

2180 Rotonde Ave., Charny, Quebec, Canada G6X 2L8

Tel.: 418.832.7632 • Toll free 877.5.ALU-REX (258-739)

Fax: 418.832.4587

contact@alu-rex.com

www.alu-rex.com

EUROPE

48-50, rue Strasbourg, L-2560 Luxembourg

Tel.: +49 (0) 69 22 22 35 18 • Toll free: 00 800 GO-ALU-REX (46.258.739)

Fax: +49 (0) 69 22 22 35 11

service@alu-rex.eu

www.alu-rex.eu