



DATE: July 12, 2024

TO: Mainstay Certified Applicators, Madewell Contracting Partners

FROM: Madewell Leadership Team

SUBJ: IMPORTANT CHANGES TO CERTIFIED APPLICATOR PROGRAM FOR 2025

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Madewell Products Corporation is turning 50-years-old this year, and with this milestone, we are celebrating, aligning, and elevating the qualities that collectively make our companies the best choice for restoring and protecting underground infrastructure.

**Celebrating:** Few companies in our industry can say that they have been in business for as long as their product was engineered to last. This is an exciting anniversary, and one we do not take for granted. To celebrate, we are renewing our commitment to enhance the level of service provided to and by our Certified Applicators through a new Mainstay Certified Applicator Program.

**Aligning:** With improved quality control measures and an increased focus on research and development, Madewell is looking in the mirror and making changes that strengthen our reputation and the Mainstay brand. As always, we strive to provide the best customer service and products to our contractors.

**Elevating:** The performance of our materials is highly dependent upon the application process, which makes the contractor and supplier relationship critical to success. Madewell takes pride in providing the resources, education, and training needed for our contractors to perform work at their highest level.

The leadership team has taken time to evaluate forward thinking steps that make our partnership stronger, which includes putting more weight behind the term “Mainstay Certified Applicator.” Starting January 1<sup>st</sup>, 2025, existing and new applicators who wish to obtain a Mainstay Certified Applicator Certificate will be required to complete our new Mainstay Certified Applicator Program.

### **The Mainstay Certified Applicator Program**

The Mainstay Certified Applicator Program will incorporate three types of educational training to accommodate our contractors and their construction schedules: on-site training, classroom training, and online courses.

#### **On-Site Training**

Madewell Products Corporation has regularly provided on-site technical support to our applicators and their crews. New applicators who wish to become certified will be required to undergo on-site training at no cost to the contractor to evaluate equipment and production needs. Completion of successful on-site training will provide the new applicator with a Certified Applicator Certificate for the company and the individuals who participate. New Certified Applicators will have one year beyond issuance to complete classroom training and maintain certification.

Existing Certified Applicators may take advantage of one-time, on-site training annually. The cost for on-site training will be limited to the Technical Service Representative’s travel expenses. Training will be limited to two days.



### **Classroom Training:**

Madewell will be offering three separate opportunities for a two-day, in-person course at our facility in Winchester, Indiana. Classroom training will be free of charge and offered in November, January, and March. Successful completion of classroom training will certify the company and individuals who attend for one year. Current Certified Applicators will be given a one year grace period to complete classroom training and maintain certification. New applicators will have one year beyond completion of on-site training to complete the in-person course.

### **Online Training:**

Madewell will also be offering online training courses to our contractors. Existing Certified Applicators who have completed classroom or on-site training may maintain certification by completing annual online training. Successful completion of online training by crew supervisors will certify them, the company, and any other individuals who have also completed classroom training. Successful completion of online training will certify new employees who have not yet completed on-site or classroom training. New employees will then have one year beyond issuance to complete classroom training and maintain certification.

Madewell Products Corporation is confident this new Mainstay Certified Applicator Program will benefit our contractors by expanding their employees' knowledge of our products and processes, thereby increasing production rates and reducing the likelihood of problems in the field. We encourage all of our applicators to participate and take advantage of these new learning opportunities. Please feel free to reach out to a Madewell representative with any questions or comments.

Thank you for your continued support of Madewell Products Corporation.

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