



# COMMUNIQUÉ

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Date: September 5<sup>th</sup>, 2023

To: All Customers - Eastern Canada & Eastern United States

Subject: Residential Roofing Product Line Changes for 2024

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As part of our ongoing commitment to delivering products that exceed your expectations, we are thrilled to announce the highly anticipated launch of our 2024 product line. This remarkable collection represents years of meticulous planning, design, and innovation, all with one goal in mind – to provide you with solutions that meet your evolving needs.

In this phase of our optimization journey, we are delighted to introduce some exciting changes to our beloved Mystique and Dakota lines. Drawing from your invaluable feedback and the latest design trends, we have decided to bid farewell to the Redwood, Midnight Blue, and Forest Green colours within both the Mystique and Dakota offerings. While these colours have had their time to shine, we are embracing a fresh direction that aligns seamlessly with modern aesthetics and trends.

On the other hand, we are thrilled to introduce a captivating addition to the Mystique family: the stunning **Sangria** colour, another creation of the BP Chroma Colour Lab. With its rich, deep red hue, the Sangria shade brings an additional touch of timeless elegance to the line. The new colour will be available in January 2024.

But that's not all. The showstopper of this announcement is the introduction of the **Signature** product line, featuring enhanced wind-resistance performance. Signature will also redefine your perception of traditional colours, Signature boasts a remarkable array of 12 captivating shades. These blends encapsulate the perfect harmony between time-honored classics and contemporary flair.

Mark your calendars for November 1, 2023 – The official launch date of the Signature product line. We can hardly contain our excitement for you to experience the Signature's contemporary colour palette and technical performance firsthand.

BP's journey has been enriched by the unwavering support and feedback from our cherished customers. Your trust has fueled our drive to innovate and transcend industry norms. With the 2024 product line, we present a canvas of possibilities that celebrates creativity, elegance, and discovery. You will find all the details concerning next year's product line in the following pages.

For more information concerning this exciting announcement, please contact your local BP representative.

**Building Products of Canada Corp.**



## BP PRODUCT LINE CHANGES FOR 2024 | EAST

### MYSTIQUE (RL621)

- One new colour for 2024.
- Three colours discontinued at the end of 2023.

2023	2024
2-Tone Black	2-Tone Black
2-Tone Brown	2-Tone Brown
Slate Grey	Slate Grey
Classic Brown	Classic Brown
Barkwood	Barkwood
Rustic Cedar	Rustic Cedar
Antique Slate	Antique Slate
Morning Mist	Morning Mist
Redwood	<b>Redwood (Discontinued)</b>
Midnight Blue	<b>Midnight Blue (Discontinued)</b>
Forest Green	<b>Forest Green (Discontinued)</b>
	<b>Sangria (New)</b>

### EVEREST (RL442)

- The Everest product line is discontinued at the end of 2023.

2023	2024
Cobalt Black	<b>Cobalt Black (Discontinued)</b>
Twilight Grey	<b>Twilight Grey (Discontinued)</b>
Autumn Brown	<b>Autumn Brown (Discontinued)</b>

### DAKOTA (RT664)

- Three colours discontinued at the end of 2023.

2023	2024
2-Tone Black	2-Tone Black
2-Tone Brown	2-Tone Brown
Slate Grey	Slate Grey
Redwood	<b>Redwood (Discontinued)</b>
Midnight Blue	<b>Midnight Blue (Discontinued)</b>
Forest Green	<b>Forest Green (Discontinued)</b>



# BP PRODUCT LINE CHANGES FOR 2024 | EAST

## SIGNATURE (RL300)

- Product to launched November 1, 2023 (12 colours)
- Use Mont-Blanc as hip & ridge for Signature.

2023	2024
	12 colours to be announced on November 1, 2023

## MONT-BLANC (RH410)

- Thirteen new colours for 2024.
- Three discontinued colour at the end of 2023.

2023	2024
2-Tone Black	2-Tone Black
2-Tone Brown	2-Tone Brown
Slate Grey	Slate Grey
Classic Brown	Classic Brown
Barkwood	Barkwood
Rustic Cedar	Rustic Cedar
Antique Slate	Antique Slate
Morning Mist	Morning Mist
Twilight Grey	<del>Twilight Grey (Discontinued)</del>
Cobalt Black	<del>Cobalt Black (Discontinued)</del>
Autumn Brown	<del>Autumn Brown (Discontinued)</del>
	Sangria (New)
	12 colours to be announced on November 1, 2023



# COMMUNIQUÉ

Date: September 22<sup>nd</sup>, 2023

To: All Customers - Eastern Canada & Eastern United States

Subject: **New Mystique Colour for 2024**

**SANGRIA** is the latest colour in the MYSTIQUE offering. Developed by BP's CHROMA™ Colour Lab in response to market trends and demands, this new red shingle is a softer, more nuanced version of traditional red shingles. It embodies the very essence of modern, classic elegance. The harmonious combination of red and grey shades creates a captivating visual effect: The warmth of red blends perfectly with the contemporary gray tones. **SANGRIA** brings a touch of natural sophistication to any roofing project.

Sangria will be available for delivery from January 1, 2024.



PRODUCT	SKU	UPC
MYSTIQUE SANGRIA	RL621LSANG	7-73615-00008-5
MONT-BLANC SANGRIA	RL410LSANG	7-73615-00004-7

For more information on this exciting announcement, please contact your local BP representative.

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