MARVIN

A New Approach to Marketing Marvin Collections

New Marketing Materials. Same Quality Products.

To help you strategically sell our portfolio of premium products, we're introducing a refreshed set of marketing materials for 2026. Our quality standards remain the same, but we're making thoughtful updates to our marketing based on your helpful feedback.

To better communicate why your customers should look to the Marvin product portfolio for their projects, we've made the following updates for 2026 and beyond:

- Retiring the Signature collection name to reflect how our customers speak
- Updating look, feel, and copy for clearer distinction between collections
- Introducing the Marvin Vivid™ collection

The Marvin Portfolio: Designed for Every Vision

When dramatic sizes, durability, performance, and energy efficiency are your top priorities, go boldly with the **Marvin Vivid collection**. Vivid products feature low-maintenance beauty, thanks to our innovative, proprietary Ultrex® fiberglass. A wide range of sizes and configurations–and a refined fit and finish–make Vivid an inspired choice for transitional to contemporary projects.

The Marvin Vivid collection is part of the greater Marvin portfolio: five collections offering a wide range of materials, styles, and customization to meet the requirements of nearly any project, The Marvin portfolio delivers the perfect balance of beauty and performance, helping you bring any vision to life.

MARVIN
ULTIMATE™
COLLECTION



Endless Possibilities

Realize unique visions with endless design possibilities, each meticulously crafted.

MARVIN
MODERN™
COLLECTION



Authentically Modern

Achieve authentic modern architecture with expansive views and strong thermal performance.

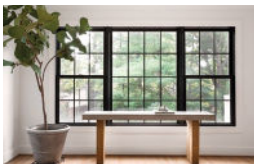
MARVIN
VIVID™
COLLECTION



Boldly Innovative

Complement transitional to contemporary architecture with dramatic sizes, durability, and energy efficiency.

MARVIN
ELEVATE®
COLLECTION



Beauty Meets Durability

Find the most in-demand traditional window and door types with natural wood interiors and Ultrex® fiberglass exteriors.

MARVIN
ESSENTIAL®
COLLECTION



Streamlined Design

Choose from a streamlined selection featuring proprietary Ultrex fiberglass interiors and exteriors.

MARVIN
VIVID™
COLLECTION

2026 Vivid Collection Resource Guide



Why the Marvin Vivid Collection

Leverage these key messages and support points – updated for 2026 – in communications highlighting the Marvin Vivid collection.

KEY MESSAGING

The Marvin Vivid collection complements transitional to contemporary architecture with dramatic sizes, durability, and energy efficiency.

Architectural Range

Simple, consistent profiles, dramatic maximum sizes, and a handpicked selection of features and options for transitional to contemporary architecture.

Bold Performance

Featuring proprietary Ultrex® fiberglass for durability and energy efficiency, plus an innovative fiberglass reinforced composite on window interiors.

Refined Fit and Finish

Every detail is smooth and clean, thanks to engineered components that eliminate overlapping materials or joint welds.

SUPPORT POINTS

Key Focus Areas for Q1/Q2 2026

Bold Design. Bolder Sizes.

Vivid products now available in select markets.

When dramatic sizes, durability, and energy efficiency are top priorities, go boldly with the Marvin Vivid™ collection featuring Ultrex® fiberglass for superior durability and energy efficiency, plus an innovative fiberglass reinforced composite on window interiors. These materials enable a sleek design platform that stands up to the elements.

About Vivid

- Low-maintenance beauty, thanks to our innovative, proprietary Ultrex fiberglass
- A wide range of sizes and configurations – and a refined fit and finish
- An inspired choice for transitional to contemporary projects

Available Vivid products

- Casement window
- Awning window
- Direct Glaze window
- Specialty Shape windows
- Bi-Fold door
- Sliding door (traditional or French)
- Swinging door (inswing or outswing motion)

Performance

- Certified to standard performance ratings up to PG50 for air, water, and structural performance

Installation + Mulling

- Easy window installation begins with a solid flat frame for convenient shimming and alignment
- Other advantages include a rigid window nailing fin with mitered corners, streamlined field mulling, and the ability to mull within the rough opening

VIVID KEY DIFFERENTIATORS

Architectural Range

NEW! Specialty Shape windows

- Available as triangles, trapezoids, or pentagons
- Performance ratings up to PG50
- Use to make bold design statements, maximize natural light, and brighten interior spaces
- Mull together for a distinctive contemporary look

Larger sizes: The material strength of Ultrex fiberglass enables striking maximum sizes

- Casement heights up to 8'
- Awnings up to 6' x 5'
- Direct Glaze widths or heights up to 10'
- Specialty Shapes up to 60 square feet

Bold Performance

Ultrex Fiberglass performance

- Ultrex fiberglass is 8x stronger than vinyl and 3x stronger than Fibrex®
- Ultrex fiberglass windows and doors can withstand extreme temperatures up to 285 degrees Fahrenheit while keeping their true shape
- Ultrex fiberglass has 75% less expansion than Fibrex and 87% less than vinyl

Refined Fit & Finish

Durable finish

- Acrylic finish on Ultrex fiberglass is 3x thicker than competitive painted options and resists scratches, chipping, peeling, chalking, fading, and UV degradation even in dark colors
- Virtually maintenance free over time
- Seamless design eliminates material overlap or joint welds

Resources for 2026

The first half of the year is the best time to conduct trade events and leverage marketing assets for Marvin Vivid™ in 2026. For quick reference, here is a list of available marketing materials and recommended executions for the Vivid collection within this Resource Guide:

- **Product Training**
- **Showroom Assets + Literature**
- **Trade Event Planning**
- **Marketing Assets**
- **White Papers**
- **Technical Documents**
- **Marvin Experiences**

Product Training

The following learning curriculums are highly recommended to build foundational knowledge around the Vivid collection and Vivid products. Within each curriculum there are self-directed learning courses, videos, and reference guides to familiarize yourself with the collection and its products.

RESOURCE	PART NO. / LINK	LOCATION
Welcome to Marvin Learning Learn how to use all the features Marvin Learning has to offer.	Create a Log-in Link > Vivid Curriculum Link >	Marvin Learning
Learning Tier #1 – Marvin Vivid Explorer Begin your Vivid collection exploration with an introduction to its positioning in the Marvin portfolio, the innovative materials that define it, the features that make it unique, and overview of the product types included. – Introduction to Marvin Vivid Collection – Marvin Materials: Ultrex Fiberglass – Marvin Materials: Fiberglass Reinforced Composite – What Makes Vivid Unique – Vivid Collection Product Portfolio Overview – Vivid Competitive Advantage – Vivid Collection Mulling – Introducing Vivid Casement Window – Introducing Vivid Awning Window – Introducing Vivid Direct Glaze Window – Introduction to Vivid Swinging Doors – Introduction to Vivid Sliding Doors – Introduction to Vivid Bi-Fold Door – Introduction to Vivid Direct Glaze Door Transom	Curriculum Link >	Marvin Learning

Product Training, Continued

RESOURCE	PART NO. / LINK	LOCATION
Learning Tier #2 – Marvin Vivid™ Specialist Take a deeper dive into the Vivid collection's product composition to understand its key differentiators and the value-added engineering and design behind it. – Marvin Vivid Collection Key Features – What Makes Vivid Unique Key Takeaways – Vivid Mulling – Vivid Collection Installation Considerations – Vivid Casement Window Key Features – Vivid Casement Window – Composition + Operation – Vivid Awning Window Key Features – Vivid Awning Window – Composition + Operation – Vivid Direct Glaze Window Key Features – Vivid Direct Glaze Window – Composition – Vivid Inswing Door Key Features – Vivid Outswing Door Key Features – Vivid Sliding Patio Door Key Features – Vivid Sliding French Door Key Features – Vivid Bi-Fold Door Key Features – Vivid Direct Glaze Door Transom Key Features	Curriculum Link >	Marvin Learning
Learning Tier #3 – Marvin Vivid Champion Begin your Vivid collection exploration with an introduction to its positioning in the Marvin portfolio, the innovative materials that define it, the features that make it unique, and overview of the product types included. – Vivid Casement Window – Sizing + Performance – Vivid Casement Window Composition + Operation key Takeaways – Vivid Awning Window – Sizing + Performance – Vivid Awning Window Composition + Operation key Takeaways – Vivid Direct Glaze Window – Sizing + Performance – Vivid Direct Glaze Window Composition + Operation Key Takeaways – Vivid Sliding Patio Door - Sizing + Performance – Vivid Sliding Patio Door – Configurations – Vivid Sliding French Door – Sizing + Performance – Vivid Sliding French Door – Configurations – Vivid Bi-Fold Door – Sizing + Performance – Vivid Bi-Fold Door – Configurations – Vivid Direct Glaze Transom – Sizing + Performance	Curriculum Link >	Marvin Learning

Product Training, Continued

RESOURCE	PART NO. / LINK	LOCATION
Learning Tier #4 – Marvin Vivid™ Elite Champion Practice applying what you've learned by using conversational talking points that connect product details, materials, and collection attributes to customers' needs – turning your accumulated knowledge into meaningful solutions. – Talking Points: Vivid Collection – Talking Points: Ultrex Fiberglass – Talking Points: Fiberglass Reinforced Composite – Talking Points: Vivid Casement Window – Talking Points: Vivid Awning Window – Talking Points: Vivid Direct Glaze Window – Talking Points: Vivid Swinging Doors – Talking Points: Vivid Sliding Doors – Talking Points: Vivid Bi-Fold Door – Talking Points: Vivid Direct Glaze Door Transom	Curriculum Link >	Marvin Learning

Showroom Assets + Literature

Display marketing assets in high-traffic areas of your showroom to create awareness. Marketing materials can be ordered using OMS or are available for digital download in **Marvin Marketing Express (MME)**.

VIVID ASSETS		PART NO. / LINK	LOCATION
	**Vivid Retractable Banner** **33.5" x 79" and 33.5" x 59"**	19983595 19983596 19983597 19983598	OMS/MME
	**Vivid Table Tent** **5" x 8"**	19983600 19983601	OMS/MME
	**Vivid Collection Card** **5" x 8"**	19983593 19983594	OMS/MME
	**Why Vivid Collection Sell Sheet**	19983718	OMS/MME

Showroom Assets + Literature

Display marketing assets in high-traffic areas of your showroom to create awareness. Marketing materials can be ordered using OMS or are available for digital download in **Marvin Marketing Express (MME)**.

VIVID ASSETS		PART NO. / LINK	LOCATION
	**Marvin Vivid™ Door Cling**	19983599	OMS/MME
	UPDATED **Marvin Portfolio Matrix Sell Sheet**		MME
	**Vivid / Andersen 400 Series Size Conversion Guide**	19983602	OMS/MME
	**Vivid / Pella Lifestyle Size Conversion Guide**	19983603	OMS/MME
	**Ultrex® Fiberglass vs. Fibrex Counter Card 8.5" x 11"**	19983250	OMS/MME
	**Ultrex Fiberglass Card 4" x 6"**	19983249	OMS/MME
	**Vivid Collection Catalog**	19983605	OMS/MME

Showroom Assets + Literature, Continued

VIVID ASSETS		PART NO. / LINK	LOCATION
	**Marvin Vivid™ Technical Specifications Catalog**	19983606	OMS/MME
	**Ultrex® Fiberglass Brochure**	19983312	OMS/MME
MARVIN	**Marvin Online Display Guide** Explore displays and dimensions, option panels, samples, and graphics available for the Vivid collection.	Display Guide Link >	Online Display Guide
	**Marvin Brand Retractable Banners 33.5" x 79" and 33.5" x 59"**	19983572 19983573 19983574 19983523 19983570 19983571	OMS/MME
	**Marvin Brand Showroom Posters 24" x 36" and 11" x 17"**	19983529 19983546 19983547 19983548 19983549 19983550 19983551 19983552 19983553 19983554	OMS/MME
MARVIN	**Marvin Brand Showroom Looping Video** Marvin branded looping video that can be used in showrooms is available for viewing or direct download from MME, or can be requested by contacting your Regional Marketing Manager.	Video Link >	MME

Trade Events

Prepare to host trade events by using the event checklist, templates, and showroom materials. Assets are available for digital download on **Marvin Marketing Express (MME)**.

RESOURCE		PART NO. / LINK	LOCATION
	**Marvin Vivid™ Collection Presentation for Trade Professionals** Present the benefits of Vivid by using this curated PowerPoint presentation.		MME
	**Event Best Practices Checklist**		MME
	**Event Signage**		MME
	**Marvin Invite Templates**		MME
	**Marvin Tabletop Kits** Tabletop display kits for use at customer events and trade shows can be reserved through a display reservation program.	Marvin Tabletop Kit Info Link >	Digital Storefront
MARVIN	**Marvin Merchandise Shop** Marvin branded merchandise for attendee giveaways or prizes.	Marvin Promo Shop Link >	Marvin Promo Shop

Marketing Assets

Drive engagement with trade professionals and homeowners by using co-branded marketing to generate brand awareness. Assets are available for digital download on **Marvin Marketing Express (MME)**.

RESOURCE		PART NO. / LINK	LOCATION
	**Marvin Vivid™ Social Media Posts**		MME
	**Vivid LinkedIn Headers**		MME
	**Vivid Email Templates**		MME
	**Vivid Mini-Website Guide**		MME
	**Ultrex® Fiberglass Social and Email Content**		MME
	**Ultrex Fiberglass Display Ads**		MME

White Papers

Use white papers to help inform and educate on specific topics using research findings. White papers are available for digital download on **Marvin Marketing Express (MME)**.

RESOURCE		PART NO. / LINK	LOCATION
	**Understanding Energy Standards and Codes for Windows White Paper** Read and share this white paper to see how Marvin can help meet energy codes and regional requirements.	19983496	MME
	**Window Products And Energy Performance White Paper** Paying attention to the details of components and their manufacturer makes a difference. Read and share this white paper to learn about different window components like glass, glass type, window frame, and window sash and why they matter when it comes to energy performance.	19983497	MME

Technical Documents

Utilize technical documents and 3D drawings to share with architects, builders, and others to help specify Marvin Vivid™ into your projects. Technical documents are available for digital download on **m**arvin.com.

RESOURCE		PART NO. / LINK	LOCATION
MARVIN	**Vivid Technical Documents** Read and download technical documents like the ADM, CSI, and more. Plus, download 3D drawings of products.	Link to tech specs page on marvin.com >	marvin.com

Marvin Experiences

Consult with Marvin Brand Ambassadors for a customized experience.

RESOURCE		PART NO. / LINK	LOCATION
MARVIN	**Marvin at 7 Tide** Marvin's award-winning brand experience center, located in Boston, MA. The 7 Tide team offers project consultations to help your customers and their homeowners see products in inspiring ways, visualize specified design options, and facilitate confident decisions. If you'd like to learn more about this service, the 7 Tide team is happy to provide an informational overview of how Marvin's experience center can support you and your project or customer. **Did You Know?** Marvin at 7 Tide can host you and your customers for a personalized event. To learn more, please reach out to your Regional Marketing Manager or Territory Manager.	Book an Appointment (Project Consultation) > Virtual Tour / Walk Through >	Boston, MA or Virtual

Need additional support? Reach out to your Marvin team with questions or help navigating these documents. For additional file types and customization options, please contact your Regional Marketing Manager.

Scan for the digital version of this guide, available on Marvin Marketing Express.

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