



the world's finest wood floors !
 1810 Underwood Blvd.
 Delran, NJ 08075 USA
 856-764-2501
 Warehouses:
 Philadelphia & Los Angeles

WFI's Reference Manual		
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WFI's Distribution MarketPartners Marketing Assistance

WFI values its partnership with our MarketPartner Distributors ! In order to better promote WFI's product lines in your territory, WFI offers the following Marketing Assistance Programs.

■ **Point of Purchase Rack/Display Panel Distributor Rebate Policy:**

- Each rebate program is developed specifically for each POP Rack and for each Distributor
- All Racks/Panels are invoiced by WFI to the Distributor at the full pre-agreed upon pricing, (in reality at an already subsidized price ouint to the Distributor below WFI's costs).
- Distributors then sell these displays to their appropriate displaying retailers typically at a partially subsidized basis.
- WFI then develops a WFI administered rebate program that refunds the entire dealer display cost as per the following example:
 - ◆ Example – WFI sells a POP rack and panels that costs WFI \$350 to the distributor for \$300.
 - ◆ The distributor then decides to sell the same POP to the dealer for \$200.
 - ◆ WFI then includes four \$50 rebate coupons totaling \$200 in the POP boxes that ship to the dealers buying the POP from the distributor so that the coupons may be used one per each order over 300 sqft as follows:
 - With first order dealer needs to supply WFI with a copy of the invoice for the POP from the distributor tor along with a copy of the invoice for the eligible WFI product purchased from the distributor along with one of the coupons. WFI, upon receipt of this documentation, then mails the rebate check directly to the retailer.
 - Then, on subsequent orders, the dealer simply sends the next coupon along with the invoice for the eligible flooring and WFI mails them another rebate check until all the coupons are used up.
 - The coupons have an 18 month validity date.

Under this WFI POP Rebate Program, WFI rebates the displaying dealer their entire cost of the POP at no cost to the Distributor, thereby making the POP placement an easy sell. Additionally, WFI handles the rebate servicing direct, so no extra work for the Distributor in administering this program.

For a sample POP Rebate Coupon

■ **Dealer Showroom / Custom Display Material Assistance:**

WFI offers a 35% discount on all flooring being used in Dealer Showrooms or in building Custom Displays. The details are:

- All requests for Showroom/Custom Display Assistance must be PRE-APPROVED IN ADVANCE.
- Flooring must be installed in the showroom floor or used in building Custom Showroom Displays.
- A maximum credit of \$750 per Dealer is allowed.
- The flooring will be billed at full price when shipped with a note on the invoice listing the potential amount of the credit that will be allowed with the credit issued only upon receipt of photos of the installed floor / displays.



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WFI's Marketing Assistance

■ **Model Home Display Flooring Assistance:**

WFI offers a 35% discount on WFI flooring being used in Model Homes and/or their Showrooms. The details are:

- All requests for Model Home Material Assistance must be PRE-APPROVED IN ADVANCE and must include a description/prospectus of the development.
- Flooring that is incorporated into the Model Home must be a standard part of the home.
- The Model Home must be a part of a subdivision with a minimum number of 15 units to be eligible.
- The maximum discounted participation by WFI in any Model Home is for 500 sqft of flooring.
- A maximum credit of \$750 per Model Home is allowed. (or the discount value on 500 sqft, whichever is less).
- The Model Home must remain as an un-occupied, but open, Model Home for a minimum of 120 days from the date of installation.
- The flooring will be billed at full price when shipped with a note on the invoice listing the potential amount of the credit that will be allowed, with the credit issued only upon receipt of photos of the installed Model Home floor.
- WFI reserves the right to discontinue this program, on a case by case basis, if abused by a distributor.

■ **WFI Bolt-on Web Service:**

WFI, at no cost to you, will consult with each distributor, (and their participating retailers), on how to create a Frames Page on your/their web site in order to "Bolt-On" WFI's web site to your web site. This allows your web visitors to access the thousands of pages of WFI's Product and Technical Information without ever leaving your site. For complete details please visit: www.wflooding.com/bolt-on-web.

■ **WFI Price Lists:**

WFI offers "live-linked" price list templates for each distributor, (and their participating retailers), which are MS Excel spreadsheets that can be customized in minutes ! When posted on your web site or e-mailed to your customers, all the links become live and allow instant access to hundreds of web pages, answering all Technical Info questions. See Sample Price Lists.

■ **Literature:**

WFI has created a set of Quad and Tri-fold Brochures on each of our Product Lines. Pricing is \$.25 each. The Brochures available include:

- ◆ WFI SingleStrip - American Quartered Collection
- ◆ WFI SingleStrip - Exotics Collection
- ◆ WFI MultiPly - Architectural Collection
- ◆ WFI MultiPly - Designer Collection
- ◆ Tekno SuperStrip Collection
- ◆ WFI Solids Collection

■ **Customized Mailers:**

WFI will create custom mailers for you to include with your monthly statements in promotion of a certain WFI item or product line you wish to promote for the month. We will also create custom marketing pieces to fit your needs. Call for details. For examples see:

- ◆ AC Distributor Flyer
- ◆ Customized Distributor MultiPly Brochure

■ **Dealer Manuals:**

WFI presently offers two Dealer Manuals:

- ◆ Tekno North America – for our Tekno Engineered Line: Tekno North America Manual. - \$35.
- ◆ WFI Reference Manual – for all WFI Product Lines except Tekno: WFI Reference Manual. - \$100