



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 Retail MarketPartners Marketing Assistance

WFI values its partnership with our Retail MarketPartners ! In order to better promote WFI's product lines, WFI offers the following Marketing Assistance Programs.

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

- WFI creates, with many of our distributors, a POP Rebate policy. Contact your distributor to find out what rebates are available to you from your distributor.

Rebates Available !



WFI's SingleStrip Collection POP Rack

Contact Your Distributor



Tekno North America Collection POP Rack

or Visit WFI's Sample Store to purchase on-line

■ **Dealer Showroom / Custom Display Material Assistance - offered through your distributor only:**

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 through your distributor
- 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 - offered through your distributor:**
 WFI offers a 35% discount on WFI flooring being used in Model Homes and/or their Showrooms. In many cases your distributor also offers additional discounts. Contact them for their program details WFI offers our distributors the following:

- 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.wflooring.com/bolt-on web](http://www.wflooring.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

■ **Other Marketing Aids / Sales Tools:**

- ◆ Display Panels
- ◆ Tekno NA web site
- ◆ Hand Samples

■ **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

Visit WFI's Sample Store to purchase