



CO-OP MARKETING

What is Co-Op Marketing?

Cooperative marketing is a cost-effective way for SW Sun Control to offer Wholesale Dealers effective and mutually beneficial marketing materials and selling tools.

How does Co-Op Marketing Work?

SW Sun Control will provide marketing materials and selling tools co-op up to 1% of gross Wholesale Dealer sales.

What are the Marketing Materials available for Co-Op?

Pre-printed brochures with space for Dealer's contact info
Pre-printed handout flyers with space to customize Dealer content
Retractable banner customized Dealer logo ad contact info

What are the selling tools available for Co-Op?

Paint chips
Fabric books
Fabric samples
Product samples
Product Book
Sample Kit (*co-op at 10%*)

How can Co-Op Marketing Work for Me?

By participating in the co-op marketing program, Wholesale Dealers can earn marketing dollars every-time they purchase SW Sun Control products. These marketing dollars can be used to purchase professionally designed marketing material developed to drive sales and to purchase selling tools designed to help increase sales.

Redeeming Co-Op Marketing Dollars

Place order for marketing material and selling tools on Wholesale Sample Request order form. Invoice is generated showing marketing dollars credit, if applicable.