



**DEALER LOGO  
HERE**



**ALL-WELDED VINYL  
WINDOW SYSTEM**

**Personalized Dealer Program**

# The Personalized Dealer Program:

THE ATRIUM PRIVATE LABEL PROGRAM

ALLOWS A DEALER TO SUPPORT ITS

SALES EFFORTS WITH CUSTOMIZED

MARKETING MATERIALS WHICH BEAR

THE DEALER'S NAME,

NOT THE MAN-

UFACTURER'S.

AS MANY OF

THESE DEALERS

INVEST SIGNIFI-

CANT ADVERTIS-

ING DOLLARS IN

THEIR OWN NAMES

EACH YEAR, THE

ABILITY TO "SIGNA-

TURE" A LITERATURE

PIECE, WARRANTY AND

OTHER ITEMS OFFERS

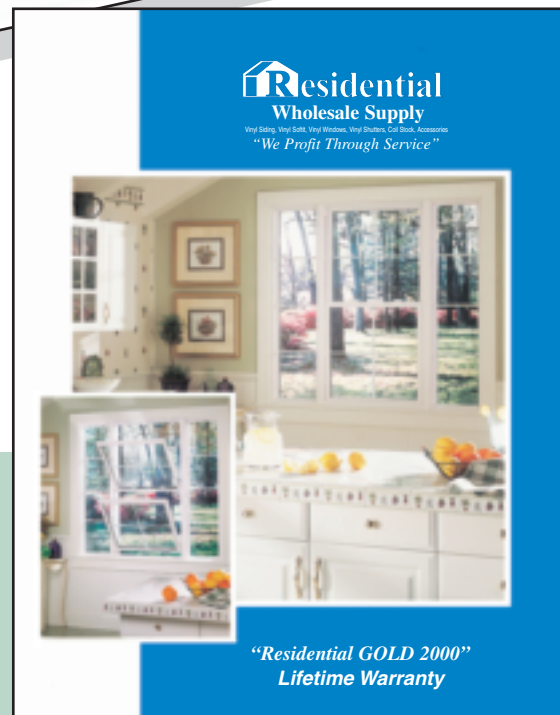
THE DEALER ITS OWN

MARKETING SUPPORT

PROGRAM.



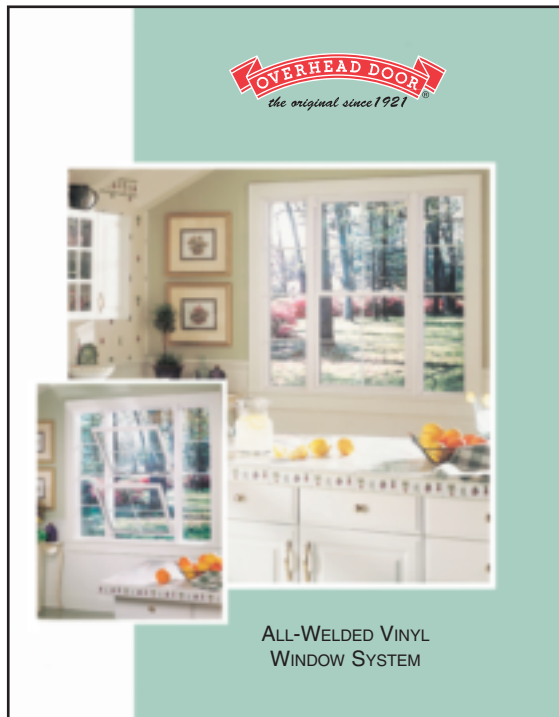
4 Page Interior Spread



Vinyl Window Systems Brochure Cover

**ATRIUM**  
WINDOWS AND DOORS

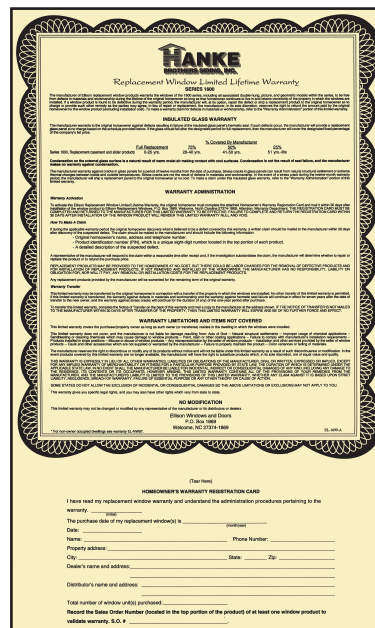
# Allows A Dealer To Support Its Sales And Marketing Efforts With Customized Materials.



Vinyl Window Systems Brochure Cover



Soft Side Sample Cover



Sample of Warranty

THERE ARE TWO PRODUCTS AVAILABLE FOR SALE WITH THE ATRIUM WINDOWS AND DOORS PRIVATE LABEL PROGRAM. FOR THE UPPER-END MARKET, WE OFFER AN ALL-WELDED WINDOW WITH A BEVELED EXTERIOR, ROLLED INTERIOR SASHES, TWO SPRING-LOADED NIGHT VENTS AND A DELUXE CAM LOCK WITH A PUSH BUTTON RELEASE MECHANISM. THIS WINDOW IS ALSO AVAILABLE WITH TWO DECORATIVE INTERIOR WOOD FINISHES; BEVELED AND LEADED GLASS; AND A 25 YEAR GLASS BREAK-AGE WARRANTY. THE “DROP” WINDOW IS ALSO ALL-WELDED AND COMES WITH TWO NIGHT VENTS AND A DELUXE LOCK. NEITHER OF THESE PRODUCTS IS LABELED WITH ANY BRAND-SPECIFIC IDENTITY SO THE DEALER MAY MARKET THESE PRODUCTS AS UNIQUE TO ITS MARKET.

The dealer may select any number of the marketing support items that are available through the program. However, each item is specific to one product; brochures cannot combine both windows. The Private Label Program offers a comprehensive array of collateral materials:

- 4 Page full color brochure • 8 page full color brochure • Personalized warranty
- Optional Lifetime Glass Breakage warranty • Sample labels • Job-site signs
- Personalized “soft-side” sample covers • Magnetic truck signs

These items are available “a-la-carte;” any or all items may be personalized. There are minimums for the brochures (listed on the Item Price List on the next page).

### Dealer Responsibilities:

The dealer must provide camera ready artwork of the logo to be used on the marketing support items. Digital artwork is preferred; however, camera ready art and/or logo stats may be used. Lead times vary, but development normally takes about one week and the dealer may typically expect delivery within four weeks of final approval of brochures; two-three weeks for each of the other items. Final approval of all materials is the responsibility of the dealer; Ellison does not accept responsibility for errors found after printing.

### Guidelines:

The Private Label program is offered to approved dealers that are capable of selling at least 1,000 windows in a year. The expense of the program is the responsibility of the distributor and/or the dealer. The marketing materials have already been developed, so the expense is relatively low and easily allows the dealer to personalize the brochure, warranty and any of the available support tools. Development costs only help cover the expense of customizing the marketing materials to the dealer's specifications.

If a dealer wants to promote a "named" product (e.g. Innovator, Glass Max, etc.), verification of Federal Trademark Registration must be provided prior to printing. If a name is not available, we recommend using series numbers (i.e. Series 1000 All-Welded Windows by Smith Home Improvement).

ITEM PRICE LIST		
ITEM	DEVELOPMENT	PRINTING
1. Brochure		
a. (4 page)	\$300.00	\$1,800 (5,000qty)
b. (8 page)	\$500.00	\$ 2,500 (5,000 qty)
2. Warranty(s)	\$25.00 (each)	\$ 75.00 (500 qty. each)
3. Soft-Side Sample Covers	\$25.00	\$ 35.00 (each)
4. Sample/Display Labels	\$25.00	\$ 25.00 (15 qty.)
5. Job-Site Signs (up to 3 colors)	\$25.00	\$ 23.00 each (1-5 qty.; \$21.00 6-10)
6. Magnetic Truck Signs	\$25.00	\$ 100.00 (per pair)