

## **ACME DUPLEX Distributor Marketing Support**

### **Promotional Program**

We have a variety of materials available to you online that you can access online and print in-house, or we can provide you with catalog sheets, etc., at your request.

These materials include:

- Full-color catalog sheet including our four basic products, ACME TWIN®, ACME DUPLEX®, and ACME side and overhead mortise balances
- Black and white catalog sheets, as above
- CAD drawings for each product
- POS artwork for 8½" x 11" stand
- Advertising artwork for product drawings

Our website, [www.ACMEDEX.com](http://www.ACMEDEX.com), also has links for consumer and installer installation instructions.

### **Advertising Co-op Program**

Our co-op program will reimburse, on a 50/50 basis, for any advertising, mailing, or other media, up to 2% of the previous year's (calendar year) purchases, using our artwork. All artwork that is not provided by us must be pre-approved before the print or broadcast. Other programs are considered on a case-by-case basis. See our website for available logos, drawings and photos.

### **Manufacturer Support**

ACME TWIN® and ACME DUPLEX® are recognized brands by window installers, and dealers. For over 80 years, our balances have been functioning in millions of windows. Each balance has our brand stamped on the casing, so repair and restoration people know to look for our brand.

In years past, locating us was problematic; however, the Internet has changed that. To that end, our website was specifically built is maintained to capture our brands in searches. We hold the #1 spot in most combinations of words making up our brands. Our site will be a location for referral to dealer and retailer locations and online shopping carts.

We hope you will use our website as a resource to link to as a dealer or distributor. You may request additional support material be developed for the website as a resource to help sell and install our product.

**Contact:** Ron Burgess, Marketing Director, [Ron@AcmeDuplex.com](mailto:Ron@AcmeDuplex.com)