



POLYCOR

SET THE STAGE WITH STONE

**AUTHORIZED
DEALER
PROGRAM**

SUCCESS IS BUILT ON PASSION.

POLYCOR BEGAN WITH A LOVE OF NATURAL STONE AND DETERMINATION TO SHARE THAT FEELING WITH THE WORLD.

Polycor is the product of a merger of the great North American stone companies to become the largest and most ambitious natural stone company in the world. We have grown our portfolio of stones by partnering with these industry giants, allowing us to provide our customers with centuries of expertise in the field.

Armed with the knowledge acquired from industry pioneers like Swenson Granite Works, Rock of Ages, Indiana Limestone Company and Granite Bussière, we quarry, produce, and distribute a wide variety of stone products for our residential, architectural, and hardscapes & masonry market segments.

At Polycor, we take great pride in providing natural, sustainable, and locally sourced materials to our customers. Our roots are in stonework, which is evident in the integrity and respect found in all our local quarrying communities.

Our products are from the earth and for the earth, just as nature intended them to be. We have made it our mission to be industry leaders regarding our products and our people, all to help the world fall in love with natural stone.



THERE'S NO SUBSTITUTE FOR NATURAL STONE

THE POLYCOR ADVANTAGES



THE ADVANTAGES OF NATURAL STONE



Durable



Great value
over time



Sustainable



Virtually
maintenance-free



Resists
freeze-thaw cycles



CAMBRIAN BLACK®

CALEDONIA™

STANSTEAD GREY®
WOODBURY GRAY™

INDIANA LIMESTONE - FULL COLOR BLEND™

CAROLINA CORAL™

GEORGIA MARBLE - PEARL GRAY™

INTRODUCTION



PARTNERSHIP

The relationships we maintain with our Authorized Dealers are some of our most important ones. The Polycor Authorized Dealer program is a partnership that develops growth in business and commitment to service, all with a goal of expanding our creativity and adding value to the market.



TRAINING

In the natural stone industry, the local businesses who educate and help their customers to choose our high quality products are a critical component of our sales program and one that should be rewarded. Polycor is committed to contractor development with our Authorized Dealers through education and training, providing sales support and technical resources, as well as being the leader in natural stone sales.



SUSTAINABILITY

Polycor and its Authorized Dealers are committed to a safe work environment and social responsibility for selling ethically sourced natural stone.



MARKETING SUPPORT

To increase your sales, improve customer satisfaction, and gain exposure to new customers, our marketing team will be there every step of the way to support you.



REQUIREMENTS TO BECOME A DEALER

COMPANY

- Complete a credit application
- Provide a valid tax ID
- Provide proof that your business is in good standing
- Operate a retail store
- Have an established network of qualified installers, landscapers, masons and contractors
- Provide proof that a minimum of three trailer loads of materials were purchased from Polycor and delivered during the previous year

MARKETING

- Have a professional company website
- Provide a display area of a minimum of 150 sq.ft
- Provide photographs of completed projects
- Display the Polycor Hardscapes & Masonry banner provided

MANAGEMENT

- Must not operate installation crews
- Sign a Polycor Hardscapes & Masonry marketing agreement
- Attend one Polycor quarry/ training program
- Carry a minimum of four Polycor Hardscapes & Masonry product types
- Provide one in-store contractor training seminar with a Polycor sale representative per calendar year
OR participate in a regional Polycor education event

THE BENEFITS OF BEING AN AUTHORIZED DEALER

MARKETING

- In-store dealer display material at 50% off
- Polycor Hardscapes & Masonry signage and banners
- Technical resources and on-site consultations
- Polycor Hardscapes & Masonry promotional apparel and gifts
- Polycor Hardscapes & Masonry attendance at open houses and events
- In-store POS items: brochure, field binder, countertop miniature step display and A-frame display
- Access to copyrighted Polycor Hardscapes & Masonry images and logos

PURCHASING & TRAINING

- Seasonal promotional discounts
- Contractor training seminars
- On-site training
- Leads provided to dealer by Polycor
- Trade show material credit
- Quarry tours and educational events hosted at our historic sites for staff, contractors and architects
- Complete Polycor Hardscapes & Masonry sales training held at your location
- Sales strategy sessions with Polycor Hardscapes & Masonry experts to discuss sales planning, lead generation, joint marketing

YOUR COMMITMENT AS AN AUTHORIZED DEALER

- Provide an attractive, clean, customer-oriented place of business
- Operate in a fiscally sound, financially responsible manner and maintain credit arrangements acceptable to the distributor

Display and maintain Polycor Hardscapes & Masonry materials in accordance with our marketing guidelines:

- Display items are not to be sold
- Displayed products must be kept clean and in “ready to sell” condition, without defects or blemishes
- Maintain sufficient inventory levels in order to ensure a high level of customer service and satisfaction
- Participate in promotional activities and programs offered by Polycor Hardscapes & Masonry
- Host one or two contractor training events at a dealer yard or online over the course of a year with the presence of a Polycor representative
- Exhibit brand loyalty by actively promoting the use and sale of Polycor Hardscapes & Masonry products
- Label and identify displays so as to ensure that Polycor products are not confused with those of other distributors
- Place banners and other marketing materials in a conspicuous location and ensure that they are replenished or replaced as needed
- Agree to display products in a prominent location agreed upon with Polycor Hardscapes & Masonry



MARKETING ASSETS

- POLYCOR HARDCAPES & MASONRY BROCHURE
- FIELD BINDER
- POLYCOR HARDCAPES & MASONRY WEBSITE
- HOW-TO VIDEOS TO BE SHARED WITH CONTRACTOR PARTNERS



TECHNICAL RESOURCES

- SPEC SHEETS
- TEST REPORTS
- ARCHITECTURAL SUPPORT
- INSTALLATION SUPPORT
- ON-SITE TRAINING



PROMOTIONAL ITEMS

- POLOS
- T-SHIRTS
- CAPS
- REUSABLE BOTTLES



* Images for illustration purposes only

POINT OF PURCHASE MATERIALS

- VERTICAL BANNER** - 27 x 40 inches
- HORIZONTAL BANNER** - 60 x 40 inches
- WINDOW DECAL** - 6 x 3 inches
- A-FRAME DISPLAY** - 48 x 16^{1/4} inches



**AUTHORIZED
DEALER**



SET THE STAGE WITH STC



POLYCOR

**ARE YOU THE NEXT POLYCOR
AUTHORIZED DEALER?**

hardscapes-masonry.polycor.com

A POLYCOR INC. COMPANY