

Exterior Display Program "New Fenplast Brand Image"

PREDOMINANT DISPLAYS (see Appendix)

If we receive a copy of a contract with a signage company, including a sketch to be approved by the marketing department before **March 31, 2017**, you will be entitled to an immediate refund credit of up to \$5,000 per point of sale.

You can have more than one sign (one on the street and another on your building, for example), however, the budget limit will remain the same.

If the contract runs between April 1 and June 30, 2017, the immediate credit will be reduced to \$2,500.

If your exterior display exceeds these amounts, the surplus will be eligible for your Coop-Credit (i.e., 50%), divided equally over the next three years.

The Advantage of a Predominant Exterior Display

If a retailer's exterior display respects our criteria for predominant visibility, we will offer you EXCLUSIVELY a micro-enhanced page (with consumer comments/more images, etc.) when our revamped Web site goes online.

Please note that we can offer you our services and expertise to ensure that things are optimally done. We are working with a signage company, who, in addition to having expertise with all the municipalities in our network, is completely at ease with promoting our image and helping you integrate it.

Approval

To ensure you receive a reimbursement, please send the quote, along with a sketch of the sign(s) and an overview of the building to info@fenplast.com. We will reply as soon as possible.

Exclusion

The program reimburses the expenses incurred for acrylic/lexan, cut-out letters, the painted plywood, or any other material, which serves as a support. At no time shall Fenplast pay for the structure, lighting, box, or any other permanent installation keeping the display in place on the building or on the property. However, there will be an exception made for current displays on buildings that already are using the cut-out letters **WITH** backlighting.



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SECONDARY DISPLAY

If we receive a copy of a contract with a signage company, including a sketch to be approved by the marketing department before **March 31, 2017**, you will be entitled to an immediate refund credit of up to \$1,500 per point of sale.

Obviously, if the display space is shared between Fenplast and another brand identification, we will only pay for the space occupied by the Fenplast logo.

If the commitment occurs between April 1 and June 30, 2017, the immediate credit will be reduced to \$750.

If your exterior display exceeds these amounts, the surplus will be eligible for your Coop-Credit (i.e., 50%), divided equally over the next three years.

Approval

To ensure you receive a reimbursement, please send the quote, along with a sketch of the sign and an overview of the building to info@fenplast.com. We will reply as soon as possible.

Exclusion

The program reimburses the expenses incurred for acrylic/lexan, cut-out letters, the painted plywood, or any other material, which serves as a support. At no time shall Fenplast pay for the structure, lighting, box, or any other permanent installation keeping the display in place on the building or on the property.

Timeline

Please note that to make our image uniform, all “old logo” displays must be removed from the building and/or street sign by June 30, 2017.



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ROLLING STOCK (SEE APPENDIX):

Complete Wrapping:

Upon presentation of the quote: 50% - maximum \$2,000/vehicle - unit.

Outside of co-op for 2017.

Replace the existing logo on trucks, trailers, vehicles.

Two formats of decals (3M type) are available.

Timeline

Please note that to make our image uniform, all “old logo” displays must be removed from all vehicles by June 30, 2017.



APPENDIX

Predominant Display (on the street):

The Fenplast logo (which can be easily recognized) as well as its main activity (the sale and installation of doors and windows) will be obvious to passersby and drivers in the area of the store.



Predominant Display (on the building):

By taking Fenplast's logo and, this time, integrating the company name, it will attract the consumer's interest.

Please note that the size of the font used for the word Fenplast is the same as the corporate ID.



Thus, consumers will always recognize the Fenplast image whether in TV/radio/displayed ads, on the Web site, when purchasing in store or during delivery/installation of products at their home.



Secondary Display:



Rolling Stock:

