



ID MADE BETTER

Metalcraft VAR Select Program

Our VARs and Resellers continue to be a very important part of our business here at Metalcraft and as we look to kick off another year together I am pleased to introduce a new VAR Select Program designed to give our best VARs and Resellers even more of a competitive advantage.

The new VAR Select Program replaces the VAR Rebate Program previously in place. The primary difference between the two programs is rather than receiving a rebate credit at the end of the year, with the new VAR Select Program you will receive an **additional discount on top of the 20% discount you already get off list pricing**. Your additional discount is based upon your sales for the previous (fiscal) year. Refer to the chart below for the discount structure.

Program Level	Purchases from 10/1/2014 to 09/30/2015	Discount Structure
Bronze	\$20,000 - \$49,999	20% + 1%
Silver	\$50,000 - \$99,999	20% + 1.5%
Gold	\$100,000 - \$149,999	20% + 2%
Gold Plus	\$150,000 - \$249,999	20% + 2.5%
Platinum	>\$250,000	20% + 3%

For example, if Company ABC did \$60,000 of business with Metalcraft in FY2014 their discount would be 20% + 1.5% from January 1, 2015 through December 31, 2015. Their 2016 discount would be determined by their total sales from October 1, 2014 through September 30, 2015.

Additional VAR Select Benefits

In addition to offering an additional discount, we've also reworked some of the benefits we've always offered our VARs/Resellers plus we're offering some new ones available only to members of the VAR Select Program.

- Case Studies about your application
- Profile listing on our website
- Email newsletter
- Generic literature and sample packets
- Access to online VAR toolkit – NEW!

- Download all the tools you need to sell Metalcraft products – product sheets, brochures, and even the catalog. You can even “brand” the information yourself!
- Quarterly online training sessions – NEW!
 - Learn about new products or new applications for existing products.
- Dedicated Account Specialist
- MDF Funds – NEW! (available to Gold and Platinum level only)
 - Co-marketing opportunities or trade show support
- One onsite visit per year to Metalcraft – NEW! (available to Platinum level only)

Our goal with this newly improved program is to help you continue to grow by satisfying your customers' identification product needs and reward you for your loyalty to Metalcraft. We look forward to your participation in this program. If you have any questions, please contact our customer service staff at 800-437-5283/641-423-9460.