



AUTHORIZED INSTALLER PROGRAM

2015



SIGN SHOPS

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THE PROBLEM



Our 2nd custom sled wrap, after what seemed like 8 billion man hours.



If you own a sign shop in the year 2014 odds are that you've installed a powersports wrap or two for your existing customers or a buddy. Whether it's for a sled/ATV/SxS/or MotoX, powersports wraps are becoming more and more common place. Our parent company Signtek Industries Inc. found ourselves doing quite a few installs of kits customers had purchased online. If your experience is anything like ours you might have noticed that kits purchased online can have all sorts of inconsistent fit and alignment issues and every company seems to have a different material that has it's own set of installation quirks. It's not very exciting going into each install not knowing what to expect is it?

Maybe like us you got brave and entered into the territory of doing custom wraps on your own. You've got years of decal experience and all the equipment anyways right? You found some convenient templates for purchase online! Sat down with your customer and spent a few hours banging out an awesome design, only to discover during install that the template leaves a little something to be desired on the fit and finish side of things. We were less than proud of the finished product watching our first sled wrap pull out of our install bay.

Well there's an easy solution to that right! We jumped into templating our 2nd sled wrap (pictured to the left) with both feet. What we expected to be a couple hours of templating turned out to be a couple weeks worth of long days and late nights of tedious fine tuning and painstaking trial and error. We hadn't even started the design process and we realized we were losing big time money on this job already.

Our dismay was compounded knowing the cost of the powersports specific materials that we had purchased. It was going to take us quite a few machines before we were in the black on our material costs too. We were not winning the battle my friends.

Then you get into extensive amounts of design time with picky customers who don't want to pay what custom design time is really worth. Servicing this segment of the market just isn't worth it! Or is it? If everything we've mentioned above sounds like a nightmare you've been through or a nightmare you'd like to avoid.....

WE HAVE YOUR SOLUTION!

THE SOLUTION



By becoming an authorized installer of TheDecalDen.com premium grade wraps you'll be able to service your local customers who want wraps without having to deal with all the hassles that generally come along with those kinds of projects. As a member of the program you can

1. Have labour revenue driven to your shop by local powersports dealerships and TheDecalDen.com.
2. Make a 20% margin on wrap kits you purchase for your local customers without having to do a lick of templating or design work. Customers pay for their kits up front, improving your cash flow.
3. Provide and install a high quality / consistent product that you can confidently put your shops reputation behind.
4. Free up your valuable time to focus on the core products that drive your sign business.
5. Provide employee benefits to your staff in the form of heavily discounted wrap kits.



HOW IT WORKS



By becoming an Authorized installer of TheDecalDen.com wraps you're actually joining a three pronged partnership between TheDecalDen.com, powersports dealers in your area and you, the sign shop. By working together we can all service our own customers in a greater capacity while also seeing increased sales via referred business.

Sign Shops- Your roll is to provide professional installation services on behalf of thedecalden.com to customers and dealerships within your geographic area. You will also assist your own customers with selection, and purchase of their wraps (you make 20% margin). You are essentially a "One Stop Shop" for our customers who require installation services in your area. We also ask that you provide customer feedback, and your own suggestions on ways we can improve our products and the "Authorized Dealer" and "Authorized Installer" Programs.

Powersports Dealerships - Seeing is believing. Dealerships act as showrooms for our wraps which installed on their demo machines. Customers can go see ics and quality of fit with their own eyes. Most dealerships someone capable of installing wraps on staff. Those dealer- will be referring their customer who require installation services to your sign shop as our "Authorized Installer" in your geographic area. Some dealerships do have staff that are able to install wraps, and they are not restricted from offering that service to their customers. However, we will not give dealerships 'Authorized Installer" status. That designation is restricted to industry professionals who deal with vinyl installations on a daily basis.

TheDecalDen.com - There are a ton of man hours required to template and design wraps for powersports machines. We have already spent the time and money to template and design wraps for most of the current generation of sled and models as possible so you don't have to. You can access our li- machines and designs 24 hours a day through our will direct our customers looking for installation area to our Authorized Installer (you). In order to sales in your location, we will provide you with product lation education and povide POP displays. You will be listed on our website as an "Authorized Installer" location.



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WHAT'S THE CATCH?



So with all these benefits there must be some sort of catch right? Below are the practices and conditions you must agree to abide by in order to be an Authorized Dealer. As you'll see, they are all quite reasonable and serve to benefit the customer, your business and us as a supplier.

- 1. Assist customers, including local powersports dealers, with their wrap purchases and installations in a pleasant and professional manner.**
- 2. Display POP in a visible location in your store lobby and/or showfloor.**
- 3. Maintain installation standards in both quality and time frame (4 hrs maximum install time)**
- 4. Requests for unsupported makes and models are to be relayed to TheDecalDen.com so we can pursue creating that template as quickly as possible.**
- 7. Relay suggestions for product and program improvement to TheDecalDen.com**
- 8. Our Wraps are not to be sold for any other price, lower or higher, than MSRP.**
- 5. Our Authorized Installers will agree to not, under any circumstances, create or acquire powersports machine wraps, templates or designs via any means for any purpose.**
- 6. You will not, under any circumstances, copy, trace, replicate, acquire, store, distribute or share our powersports templates for any purpose.**

And.....that's it! Our goal is to help you, help us, help you.

We would like to partner with your business to provide professional sales and installation services of our wraps in your area. We invite you to apply to be an Authorized Installer of TheDecalDen.com wraps. Please fill out the following form and send it to us via email: info@thedecalden.com or fax: **250-562-8317**

Company:				Phone:	
Address:				Toll-Free:	
City:		Prov/State:		Fax:	
Postal/Zip:		Country:			
Company Email (used to create vendor account)					
Primary Contact:				Position:	
Office Phone:		Ext:		Cell:	
Email:					
Secondary Contact:				Position:	
Office Phone:		Ext:		Cell:	
Email:					
How many powersports wraps do you estimate your shop has installed in the last year?					
How many staff do you employ that are capable of installing powersports wraps?					
What is your average install time on a full sled wrap?					
Have you ever created your own powersports template?					
Have you ever set up a powersports wrap design?					
Do you currently have an existing relationship with a wrap company?					
If yes, which company/s?					
How many wraps do you estimate you sold through your shop last year?					
If you have a recommendation for powersports dealerships (or similar companies) in your area that might be interested in being an Authorized Vendor please let us know.					
Recommended Dealer:				Phone:	
Contact Name:				Email:	

If you have any questions regarding our the dealer benefit program or our wraps, please feel free to contact us via any of the means listed below.



WHO DAT?

TheDecalDen.com is a wrap company based out of Prince George BC, Canada. We were birthed in the summer of 2012 after receiving a growing number of requests, to install and design sled wraps, from the customers of our long established parent company, Signtek Industries Inc. After researching what was available on the market at the time, we felt we could bring a unique product to the market. Ever since then our mission has been to bring premium grade wraps to the global market at affordable prices. Which begs the question, "What makes our wraps premium grade?"

Unique High-Resolution (300dpi) Graphics

All of our wraps are designed at 300dpi at full scale and printed on our 1440 x 1440 resolution eco solvent printer for the sharpest looking, most vibrant layered detail you can find anywhere. We're trying to bring new design ideas to the table and do it at the highest quality possible.

Complete Coverage

Our sled wraps are the most complete graphic kits you'll find anywhere. Every surface that can take a decal gets a decal. Including the headlights! All the little nooks and crannies that the competition doesn't bother to template, we template.

Thicker Vinyl and Super Sticky Adhesive

Every piece of our sled wrap kits is made with a combined 11.5mil thick motoX grade vinyl and laminate specifically formulated to take a beating for many seasons (Industry Average is 9 mil). Our decals have a high-bond adhesive that ensures your wrap will stay on, even in the harshest of environments. Our dirt bike kits are made with 18mil thick vinyl and quads and SXS are made with 13 mil thick vinyl.

Precision Fit

The first step of the entire wrapping process is creating the template for each machine. We spend excessive amounts of time ensuring proper fit for every piece of your graphic kit. With tolerances as low as 1/16th of an inch in some locations sometimes it's hard to tell what color the original plastics were.

North American Made

All of our decal kits are designed, printed, laminated, cut, packaged and shipped from our shop based in Prince George, BC Canada

We've never installed powersports wraps but would still like to be an installer. Is this possible?

YES!, The reason we chose to work with sign shops is that even though you may not have installed or used powersports wrap material before you do deal with decals on a daily basis. It's your profession and we are confident that you will be able to quickly understand and apply proper techniques for high quality installations that will meet our standards.

We've installed wraps before and 4hrs seems really fast. What do we charge if we take longer?

4hrs labour is the standard install charge for a complete sled kit and this is the rate you will charge customers. It's important to be able to meet that 4 hr threshold so that installation services aren't cost prohibitive for customers. The longer you take on install the smaller your profits will be. Once you have a few more installs under your belt and are familiar with our materials and the machines you should be able to inch closer to that timeline.

We've installed wraps before and 4hrs seems really fast. How do we install faster?

We will share our preparation and installation techniques to work with you to increase your installation speeds. There are a lot of things we do differently than what we recommend in our installation videos for the average person. Being a professional that works with vinyl on a daily basis allows us to approach installations with different techniques that create efficiency.

We've installed wraps before and we can install quicker than 4 hrs. What do we charge?

4hrs labour is the standard install charge for a complete sled kit and this is the rate we recommend charging. Good on you if you're able to maintain our quality control standards in a shorter period of time and increase your profits.

My customer's sled has factory decals, aftermarket vents, parts and accessories that inhibit our ability to install in a 4 hr timeline. Can I charge more?

Customers are expected to remove all factory decals and any hardware or accessories that will interfere with decal installation prior to dropping the sled off for wrap installation. Customers need to be educated of this requirement at the time of purchase and be informed that there will be additional fees charged based on the extra time required to remove and reinstall these items by your staff.

How thick are your wraps?

We have a few different thicknesses of wraps for different machines. Each type and thickness of wrap material has been specifically selected to meet the demands of that particular machine. For instance, the sleds have the thinnest material at 11.4mil (industry average is 9mil) but it's specially formulated to endure colder temperatures without getting as brittle as the thicker material on the summer machines.

Sled	11.4mil	MotoX	18mil	ATV, SxS	13mil
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Can we purchase wraps on terms

All wraps including customer, dealer demo and employee discount wraps must be paid for in-full and up-front.

How do I take payment from my customer for their wrap?

How you enter customer purchases in your end will depend on your POS and inventory systems. This will likely vary from dealership to dealership. We can work with you to create product codes that will be suitable for use in your system. Once set up, we suggest the following purchase flow: 1. Browse website with customer to select wrap and options (take note of MSRP) price shown on site. 2. Enter sale in your POS system with proper options 3. Take full MSRP + Shipping payment from customer in your system 4. Log into your vendor account and purchase kit with selected options at discounted vendor rate.

How do we order wraps for customers?

Once you've been approved and your authorized vendor account has been set up, you will be able to log into www.thedecaldden.com with your vendor credentials. When you're logged in all of the pricing on the website will reflect your vendor discount. Navigate to the wrap you would like to purchase for your customer and select all the correct kit options and proceed to the shopping cart. Verify all the options selected are correct and proceed through the checkout and make payment. You will receive an order confirmation via email once your order has been placed successfully.

What is MSRP on your wraps?

Generally our wrap pricing is standardized across all makes and models with a few exceptions (Skandic, SXV, 120's). Bikes, SxS and ATV prices will vary depending on coverage and size. If you'd like to see the MSRP price for any wrap, log out of your vendor account and browse the website. The prices displayed will be the MSRP prices for that wrap and the options selected.

Sleds	Nose	\$349.99	Tunnel	\$349.99	Windshield	\$34.99	Headlights	\$34.99	Complete Kit	\$769.95
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Are we allowed to deal with other wrap companies as well?

No, our authorized installer agreement is an exclusive agreement.

What is the length of the Authorized Installer Agreement?

The initial term of the Authorized Installer Agreement is 1 year (or less) from fall 2014 to Oct 31. 2015. Through the course of the year, TheDecalDen.com will compile feedback from our vendors to improve the program and will present a new agreement for review and re-enrollment in late summer/early fall of 2015 for the 2016 season.

How much will shipping cost?

Once your vendor account has been created we will look up the standard Canada Post/USPS shipping rates to your location from our shop. That price will be the standard shipping rate you can expect for a single wrap purchase moving forward. Shipping charges are added onto your purchase at the time of checkout but you can also use the shipping calculator in the “Shopping Cart” page to figure out your shipping expenses without having to go through the actual checkout process. You pass these fees along to the customer on their invoice from you.

Can we combine shipping on multiple orders?

If you have multiple kits being ordered at the same time we can ship the items together. The website will not calculate these shipping fees automatically so we will have to manually look it up and adjust your order accordingly. Give us a shout beforehand if you're planning on ordering multiple kits at the same time.

Why don't you ship Purolator/FedEx/UPS/Loomis?

Currently we find that Canada Post / USPS offer the best combination of rates / delivery time based on our shipping volume. We also find that on international orders ,USPS is a lot more likely to NOT charge American customers duties/taxes upon delivery whereas the private couriers are very likely to charge duties and brokerage fees. As our volume increases, we should qualify for cheaper shipping rates which we will pass on to our customers as we qualify for them and we may find one of the private couriers a viable option at that time.

How long will it take for the wrap to ship?

7- 15 business days. We make each wrap to order. All of our wraps are designed, printed, laminated, cut, packaged and shipped from our shop in Prince George, BC, Canada. It will generally take 5-7 business days before your wrap is dropped off at the post office. Depending on where you are in North America, your order will generally take 2-8 business days to arrive from the date it's dropped off at the post office. **USA vendors please note:** While uncommon, orders may be delayed while they clear customs. All orders come with a tracking number and can be followed along their journey either through www.canadapost.ca or www.usps.com