



AUTHORIZED VENDOR PROGRAM

**POWERSPORTS  
DEALERS**

**2015**





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# LET'S SHARE SOME PIE



As a powersports dealer, we don't need to tell you wraps are becoming more and more common place with machine owners. You see them rolling into your service bays and on trade-in machines in ever increasing numbers. The problem, for you as a dealer, is that wrap companies operate almost exclusively online. Up until this point you've been cut out of the wrap supply chain and you've likely been asking yourself how does your dealership get a piece of the powersports wrap pie?

As a [www.TheDecalDen.com](http://www.TheDecalDen.com) authorized vendor you will be able to log into our website and purchase our wraps at a 20% discount. Your customer pays you MSRP (+shipping). If you have an in-house installer you also have an opportunity to make labour revenue on the installation. If you don't have an in-house installer we will assist you in locating a sign shop (or similar business) in your area that will operate as an authorized vendor AND installer of TheDecalDen.com wraps. This will ensure your customers can receive proper installation services on their purchase if they need it.

This three way partnership benefits all involved. The customer has access to premium grade wraps that can be professionally installed in their area. The dealership makes margins off a growing industry product that they previously had limited access to. The sign shops generate revenue off of installations and are also able to service their own walk in customers without having to spend countless hours templating each make and model of machine or having to build designs from scratch for their customers.

Margins aren't the only perk for the powersports dealers though. With our additional dealer benefits you'll be able to reinforce your brand on your showfloor and out on the hills, give your sales staff unique closing tools, increase the sale/resale value of your demo machines and offer your staff a unique employment benefit without costing you a penny as an employer. Scroll down to find out how your business can take advantage of these unique tools.





# ADDITIONAL BENEFITS



- **40% OFF** retail prices for dealer branded demo machines (8 annually: 2 per machine style per year, Sled, Bike, ATV, SxS) Your dealership brand added to these wraps free of charge)
- Having your logo incorporated in these wraps will provide ongoing reinforcement of your brand on and outside of the showroom. When you send the machine out on demos and/or sell the machine at the end of the season your logo will be seen by members of the power sports community in your area.
- Having a premium grade wrap on a showfloor machine will drive wrap sales. Seeing is believing. There really is no comparison to seeing our wraps in person. It provides an increase in resale value of the demo machine and it can also act as a closing tool for your sales staff when you are ready to sell the machine at the end of season.
- TheDecalDen.com will provide a 25% discount off regular retail pricing to your entire staff (on 2 kits per calendar year). This may help contribute to employee moral and retention and doesn't cost you anything out of pocket as an employer.
- When we receive phone calls or leads to your showfloor to see our other products and services on the emails from customers in your area, we will send those wraps in person. This gives you an opportunity to close those wrap purchases and engage them on same visit.
- Your company contact information will also be listed on our website as an official [www.thedecalden.com](http://www.thedecalden.com) vendor.



**So if other wrap companies are thriving online without a strong presence on your showfloors why are we approaching you now?**

**Having launched in October of 2013, we are still a relatively young wrap company. With other wrap companies already having years of exposure to the market we feel it's extremely important to establish what makes us different than "the other guys" as quickly as we can. Many of these differences are things that are best seen in person. Things such as the complete coverage, precision fit and the layered graphic depth of our kits. The best way for our target market to see these differences themselves is for us to put our wraps where those people are, and that's on your showfloor.**

**We're already experiencing feedback from powersports industry professionals that our kits are some of the nicest kits they've ever seen. We're confident that when you see our kits on your demo machines that you, and your staff, will be enthusiastic ambassadors of our product and our brand.**

- **We gain endorsement from trusted industry professionals**
- **Our target market can see our products up close and in person**
- **Using a traditional sales and distribution model allows us to drive sales through multiple channels instead of just exclusively online**
- **We get to build strong relationships with power sports dealers. Reality is, it's dealerships that allow our industry (wraps) to exist in the first place. If you're not selling machines, we aren't wrapping them. It only makes sense for us to work together so we can both benefit.**



## THEIR ROLE

- Provide discounted professional installation services to all dealerships (if required) and general consumers within their geographic region

## WHY A SIGN SHOP?

- Unless you have staff who know how to install wraps you've likely already been referring customers to your local sign shop for wrap installations and/or custom wrap designs.
- Vinyl handling and installation is what they do all day, every day. They have the knowledge and expertise in wrap materials, installation tools and techniques in order to answer technical questions and meet quality control standards that we expect for our wrap installations.
- Neutral 3rd party that doesn't have any alliances to particular brand of machines. This avoids any circumstance where dealers would be forced to send customers to a competitors dealership for wrap installation service.

## WHAT'S IN IT FOR THEM?

- Installation labour revenue driven to their doorstep by local dealerships and thedecalden.com
- Margin (20%) on decalden.com wraps ordered by customers through them.
- Freed up from the extensive amounts of time involved in designing one off custom wraps that they are likely doing now. Few customers are willing to pay what that type of job is actually worth and sign shops can end up taking losses or making very small margins in order to work on a "cool project"



# VENDOR APPLICATION



If you would like to be an authorized vendor of TheDecalDen.com wraps we invite you to fill out this application form and send it for review via email: [info@thedecalden.com](mailto:info@thedecalden.com) or fax: **250-562-8317**

Once processed we will work with you to set up your vendor account, select designs for your demo machines, finding a sign shop to partner with in your area and getting your staff set up with their accounts.

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 :					

Primary Brand/s :	ArcticCat	Polaris	Ski-Doo	Timbersled	Yamaha
Number of Employees :		# of competitor dealerships in your city or within a 1 hr drive			

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 dealership last year?			
Do you currently employ staff that install wraps on a regular basis?		How Many	

If you have a recommendation for a sign shop or other similar company that may be able to operate as a DecalDen.com installer in your area please let us know				
Recommended Installer :			Phone :	
Contact Name :			Email :	

**If you have any questions regarding our Authorized Vendor Program or our wraps please feel free to contact us via any of the means listed below.**

**info@thedecalden.com | Toll Free: 1.855.239.6731 | O: 250.596.2299 | F: 250.562.8317**





**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 cranies 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 ATV 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



### Are we allowed to deal with other wrap companies as well?

Yes, our authorized vendor agreement is a non-exclusive agreement. We are confident that our product can go head-to-head with the competitors and come out on top more often than not.

### What is the length of the Authorized Vendor Agreement?

The initial term of the Authorized Vendor 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.

### Can we purchase wraps on terms

No, All wraps including customer, dealer demo and employee discount wraps must be paid for in-full and up-front.

### 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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### 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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### I have employees that are capable of installing wraps. Can we be an authorized installer as well as an Authorized Vendor?

No, all www.thedecaldden.com authorized installers will be a neutral (non brand biased) 3rd party, professional sign shop or similar business. In order to maintain our quality standards and "Premium Grade" branding all of our authorized installers will have extensive and daily experience with decals/wrap materials, be able to answer technical questions regarding materials and installation, meet maximum install time standards and be familiar with proper techniques and tools for installation. You can still install our wraps for your customers and drum up your own installation clients but you will be listed as an "Authorized Vendor" on the website not an "Authorized Installer".

### I live in a small town / rural area and we don't have any sign shops nearby. Can I be an Authorized Installer?

In some circumstances we will allow single dealerships, speed/mod shops and/or powersports accessory dealers with no local competitors to act as an Authorized Vendor and an Authorized Installer if there are no sign shops or similar businesses within a reasonable distance.

### How can we send you our logo/s?

Please send your .eps, .ai, .pdf or hi-res .jpg (1mb+, the bigger the better) logos to us at [info@thedecaldden.com](mailto:info@thedecaldden.com).

### **Why does chassis “x” only have a few designs available?**

We are working as dilligently as possible to load all designs across every make and model of machine as quickly as we can. If you see a design on another chassis that you would like on chassis “x”, it’s usually as simple as shooting us an email or giving us a call. We can usually have the design moved over to the desired chassis and available for purchase within a day or two.

### **I don’t see chassis “x” on your site? Can you wrap it?**

We do have some chassis ready to go that aren’t loaded on the site yet. If you don’t see what you need on the site give us a call and we can see if we have it on file. If we do, we can transfer your desired design to your desired chassis usually within a couple days. If we don’t have the chassis on file there will be no firm timetable as to when we might get to it. We do have a good working relationship with most of our local dealers and are able to get access to different machines but creating quality templates is a tedious and time consuming process. We have a huge list of machines to template in our queue and we will prioritize them based on demand.

### **Why don’t you have many Bikes, ATV, SxS wraps?**

We launched in the fall of 2013 with one sled chassis (Polaris PRO) and have spent the last year feverishly templating machines to build our library. We have focused primarily on sleds up to this point but we will expand our focus onto the summer machines once our winter library contains all the high demand machines and as our time will allow. We take great pride in our templates and feel they are the foundation of everything we do. As a result it is a tedious and time consuming process we thank you in advance for your patience as we work to build our library of supported machines.

### **I saw design “x” from sled wrap company “y”. Can you make that design?**

A polite no. We are not looking to imitate what other companies are doing or to plagerize their designs. If you are not able to find a design in our library that excites you and are dead set on a design from another company we would suggest purchasing the wrap from them. If you require assistance with installation we can direct you to one of our authorized installers who can professionally install the kit for you.

### **Can you do custom wraps?**

Yes, however, as much as possible, we would like you to steer customers to purchasing wraps from our existing catalogue of designs. We can customize color, add logos, numbers and customer names for an additional fee. The fees involved may vary depending on the amount of customization required. Non-Refundable design deposits will need to be paid by the customer before any design work is started.

### **Why do you prefer not to do custom wraps?**

Creating one off custom designs takes time away from our ability to work on transferring existing designs across all makes and models, creating new stock designs and making operational improvements on the back end of our business. The more stock designs we can add to the site, the more likely it will be that your customers can find an off the shelf design that they are excited about. While we acknowledge there will always be a demand for custom work, and we can fulfill those requests, it bottlenecks our ability to give you and your customers a larger variety of readily available design options.

### **Can you also wrap Boats, Trucks, Vans, Cars and trailers or make me signs/decals?**

Yes, our parent company is a sign shop and we’ve offered all of these services for many years. If you have a specific project in mind, get in touch with us and we’ll be happy to discuss it with you.



### 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.thedecalden.com](http://www.thedecalden.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.

### 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.

### 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 not common, 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](http://www.canadapost.ca) or [www.usps.com](http://www.usps.com)

**If you have any questions regarding our Authorized Vendor Program or our wraps that we have not answered above please feel free to contact us via any of the means listed below.**