

# TLC Sampling Program from Lunada Bay Tile



It certainly goes without saying that Lunada Bay Tile provides one of the largest and most diverse product offerings in our industry, with new product launches and revamps occurring throughout the year, every year. After extensive discussions with many of our customers, we realized our dealer network would benefit greatly from a simple automatic sampling program to help them keep current with our expanding product offerings. It was soon after, the **Tile Love Club (aka “TLC”)** was born.

## Key aspects of the TLC:

- ❖ All dealers will be automatically enrolled.
- ❖ Approximately 4-6 TLC shipments per year containing samples/marketing materials for select product launches/updates.
- ❖ The cost of TLC shipments includes FREE SHIPPING, and will be invoiced after shipment. Please contact your regional LBT Sales Manager for current pricing.
- ❖ For dealers with multiple locations, each location will be separately enrolled, and each location will receive its own TLC Box.
- ❖ Each TLC Box will typically include new/updated library boards and packs of new/updated brochures.
- ❖ Grouted sample boards, concept boards, swatch cards, and other marketing materials that may be offered at the time of a new series launch or series revamp will be available for separate purchase.