



Auralex Store Strategies

Marketing Tools for Auralex Manufacturer's Reps



WHAT: Auralex Product Tags (APT's): 4" squares specifically for various Auralex products:

- 2' & 4" Studiofoam Wedges
- 2" & 4" Studiofoam Pyramids
- 2" & 4" Studiofoam Metro
- DST 112's & 114's
- DST Designer Series Studiofoam
- LENRD Bass Traps
- MARS HomePack
- T'Fusor Diffusors
- GRAMMA Amp Isolation Riser
- MoPADs
- Foamtak Spray Adhesive
- MAX-Wall Mobile Environment
- GC Super Roominator Kit
- Auralex SOLD HERE

** Other APT's may be available for other products upon request.*

WHEN: **NOW and Forever:** (NEVER again do we install product in a store without an APT!)
1. Retrofit: Place product specific APT's in any store where Auralex products are installed!
2. Place APT's when installing any Auralex treatments in any retail environment.

WHERE:
1. Where they will help us sell more product!
2. Next to the installed Auralex Products

HOW: **YOU! Do NOT leave the APT's for the store to install...** it likely won't happen the way we want it!
Install the APT's upon your next visit OR when assisting with an in-store installation
You have been given a set of APT's to keep in your trunk or at your disposal.
We will EXPECT APT's in the stores immediately, and expect to see them when in your territory!
We have provided some 2-sided tape for easy installation; use your creativity when the tape is not the best solution.

WHO: ALL of your Dealers or Contractors that display and sell Auralex Products!

Call your Auralex Territory Manager if you need assistance or more tags!