



Auralex Store Strategies

Marketing Tools for Auralex Manufacturer's Reps



WHAT:

Auralex - Large Sample Rings. Examples of all Auralex Cuts and Colors include:

- 1" & 3" Studiofoam Wedges (1" Plum/3" Kelly Green)
- 2" & 4" Studiofoam Metro (2" Blue/4" Charcoal)
- 2" & 4" Studiofoam Pyramids (2" Orange/4" Purple) & (2" Forest Green/4" Brown)
- DST 112's & 114's (DST112 Charcoal/DST114 Burgundy)
- 2" & 4" Studiofoam Wedges (2" Teal/4" Red)
- MaxPak & Wedgie (MaxPak-Purple/Wedgie-Charcoal)

WHEN:

Large Sample Rings will ship to all Auralex field Reps no later than 8-23-02. Most should receive their Sample Rings within the following business week.

WHERE:

You will carry them with you along with your other marketing and training materials anytime you are wearing your "Auralex hat". The samples on these rings are not to be disassembled or separated unless you are updating the ring per Auralex Addendum.

(Lost Rings will be replaced at a rate of \$25 per Ring.)

HOW:

Auralex Reps who are good at what they do already know how they plan to use the Sample Rings to increase knowledge, awareness and ultimately sales of Auralex Products. If you do not know what to do, feel free to contact David Harbison or your Territory Manager so we can fix the situation.

WHO:

Large Sample Rings will be available for your dealers and contractors as part of a larger P.O.P. Promotion, beginning 4th Quarter of 02'. Large Sample Rings WILL NOT be made available to dealers and contractors prior to our announcement of the promotion (*so don't put yourself in a pinch by promising delivery of these prematurely*). Please just wait for our announcement. The Construction Product Ring version will be sent out by 9-30-02.

Facts about the Color Process:

As you know, our coloring process can and does vary slightly from dye lot to dye lot (*kind of like carpet, or paint*). This means, for example, Burgundy made in the beginning of July will likely have a slightly different hue or tone than Burgundy made in the middle or end of July.

These differences, however subtle, will exist from lot to lot. Keep in mind, also, that foam products, due to exposure to the open air, will change or fade slightly over time. This also means that it is NOT a good idea to go so far as to allow a client to plan décor or match paint according to what is on your ring.

As always, call your Auralex Territory Manager if you need assistance.