



DISTRIBUTOR MARKETING GUIDE

With everything you need to know for BOLD® & SolaScrim™ to sell itself in 2018



BOLD®
BLACK OUT LIGHT DEPRIVATION

SolaScrim
10 MIL 4 YEAR GREENHOUSE COVER

CONTENTS

- ▶ 12 Strategies to help you market successfully
- ▶ How to measure greenhouse film guidelines

12 STRATEGIES

TO HELP YOU MARKET BOLD® & SOLASCRI™ SUCCESSFULLY:

1 DO YOU HAVE A WEBSITE? (It's all about Search Engine Optimization)

The Digital Marketing Kit is perfect for you. It contains the BOLD® & SolaScrim™ logos and product images. Our Marketing team can even work with your digital marketing manager to get you all the information you need to upload the product to your online shopping cart.

4 DO YOU HAVE CUSTOMERS THAT NEED A LITTLE MORE CONVINCING?

Sometimes you have to see it and feel it in order to believe it. A large BOLD® & SolaScrim™ sample will give your customer a chance to do just that; feel the durability and the difference between it and other light dep cover or non reinforced greenhouse options.

7 DO YOU HAVE A LARGE COUNTER?

The 8.5" x 11" point of sale easel is a perfect way to encourage customer interaction. The point of sale provides a brief description of reinforced covers and liners available, and includes product samples so customers can feel the difference.

10 BE PREPARED TO HELP YOUR CUSTOMERS WHEN DISASTER STRIKES.

Weather is so unpredictable, for outside growers this could really pose a problem, especially during harvest season. Having something reliable on site can really save someone's entire harvest. Stock a couple rolls of DS2 for rainy day emergencies.

2 DO YOU HAVE A DATABASE OF RETURNING CUSTOMERS?

You can send them a marketing email to let them know you now offer BOLD® reinforced light dep covers and SolaScrim™ 4 year clear 10 mil reinforced greenhouse covers. Americover's team has designed an email just for that. We can send you a copy and you can customize it to fit your needs.

5 DO YOU HAVE MULTIPLE STORE REPS WORKING THE FLOOR?

Providing your staff with the right knowledge of BOLD® can help make a sales transaction much smoother. Our BOLD® FAQ answers all the questions customers have frequently asked us.

8 DO YOU HAVE NO SPACE ON THE COUNTER OR WALL FOR ADVERTISING?

Custom logo trifold brochures is a great way to stay in contact with customers who inquire about light deprivation, but more specifically about BOLD® & SolaScrim™. These brochures can include your contact information, so when they are ready to order they come back to you.

11 DO YOU KNOW HOW TO EXTEND THE LIFE OF GREENHOUSE COVERS?

Not many people know that PVC hoops and really hot metal frames will cause your greenhouse cover to prematurely degrade. Offer your customer felt tape for the greenhouse frame to extend the life of their cover.

3 DO YOU MAIL CATALOGS OR FLYERS TO YOUR CUSTOMERS?

Direct mail is another way of communicating to your customers that you carry a new product. Americover's BOLD® & SolaScrim™ flyers can be customized to let your customers know you now offer BOLD® & SolaScrim™ and to give you a call or come in to the store to inquire.

6 DO YOU HAVE CUSTOMERS WHO ARE VERY TECHNICAL?

Our BOLD® & SolaScrim™ spec sheet should address the technical questions regarding the manufacturing of the material. This sheet is beneficial for customers building or manufacturing greenhouses.

9 DO YOU WANT TO DELIVER TO YOUR CUSTOMERS FASTER?

Stock BOLD® & SolaScrim™ in a master roll at the store so you can cut to exact length for your customer. You could also order in bulk for discount pricing or buy in a collective to save money. The more you buy the less it costs per square foot.

12 DO YOU HAVE OTHER GREENHOUSE PLASTIC SHEETING NEEDS?

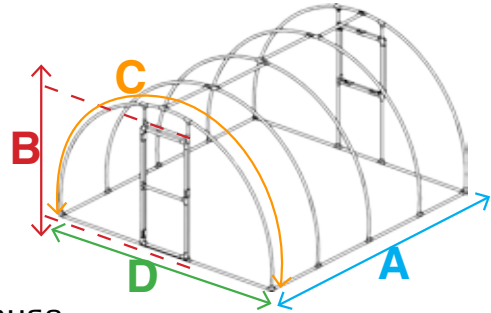
Americover specializes in plastic sheeting solutions. Reach out to your dedicated Account Manager to take advantage of our product knowledge and network resources to find the product your customer needs.

CALCULATE GREENHOUSE FILM

HOW TO CALCULATE GREENHOUSE FILM SIZES

Follow these easy steps to calculate how much film is needed to cover your greenhouse.

Note: Most machine roll manufactures use a 5% tolerance for length. It is always best to order more material than what is needed to ensure a proper fit.



1. Measure dimensions **A**, **B**, **C** and **D** on your greenhouse.
2. Determine the size of film needed for the top and sides. Multiply length **A** by span **C** to determine film size. We recommend adding at least 2-feet to 4-feet to **C** dimension for attaching the cover to the greenhouse, or for securing a ballast (or anchor) to keep the film from blowing off.
3. Determine the size of film for the end walls. Multiply measurements **B** and **D** to determine film size for each end wall. We recommend adding at least 1-foot to each measurement for attaching the cover to the greenhouse.

Example Sample Greenhouse Dimensions: **A=50'** **B=8'** **C=38'** **D=24'**

Calculate film size for top and sides: **A** x (**C** + 2- to 4-feet)
(We recommend adding 2' to 4' to the **C** dimension to ensure a proper fit.)

Example: $50 \times (38 + 4) = 50 \times 42$

TIP: The easiest way to measure span **C** is to use a piece of rope or string. Go to one of the greenhouse hoops, toss the rope over the greenhouse, and lay the string on the hoop. Next, mark where the string touches the ground on both sides. Lay the string out on the ground and measure the distance between the marks on the rope.

Next, calculate film size for end walls: (**B**+1) x (**D**+1)
(We recommend adding at least 1' to each **B** and **D** measurement for attaching the poly to the greenhouse.)

Example: $(8 + 1) \times (24 + 1) = 9 \times 25$

Special Note: You will need a longer cover if your greenhouse does not have solid end walls. In this case, use the following formula to determine the length of the film needed.

Add length **A** to height **B**, plus height **B** again, plus 2' - 4' to each **B** measurement.

Example: $50 + 8 + 8 + 4 + 4 = 74'$

This new number (74') replaces the standard length measurement (**A**) when calculating film size for top and sides.