

Dear business partners,

We really appreciate our joint cooperation and believe it will continue to lead to our mutual satisfaction. We have prepared a few tips and recommendations for you to facilitate communication with customers or to initiate the sale of Fortelock tiles.

Read here for information on business and marketing. Whether you are wondering how to work with the logo of the product and company, where to get up-to-date information, invoices or photos, or what would be better to avoid. If you have any questions or special requests, please contact us.

Thank you

PRODUCT – Any product of the Fortemix brand handled by the distributor or customer – e.g. Fortelock tiles

DISTRIBUTOR – Company selling the product through its own sales channels – e-shop, store

COMPANY – Fortemix

BUSINESS INFORMATION

ALWAYS AND EVERYTHING IN ONE PLACE

So you always have your invoices and orders in one place, we have prepared for you a customer account in the information portal. Here you will find not only your orders, but also invoices and delivery numbers for shipping.

Log in into the information portal through this link:

<https://customer.fortemix.eu>

You have or you will receive the login details by email to the email address you provided to the dealer. Should you have any problems logging in, please contact your dealer.

WE PLAY FAIR

You will only receive those prices from Fortemix that we recommend as the best for selling our products on the market. They are not a directive for your pricing policy. These prices take into account your sales options on the market in relation to direct and indirect competition. The rest is up to you.

A DISCOUNT IS NOT ALWAYS THE BEST ARGUMENT

Your pricing policy is always up to you, we only ask you to inform us if you intend to sell a product with a major discount or promotions.

SPEED, QUALITY AND EFFORT PLAY A ROLE

Did you know that our distributors who respond to customer inquiries primarily by telephone or in person sell tiles worth more than 80 000 EUR monthly?

If email has more value for you, then you should know that customers get replies from our distributors no later than the second day. Not just with prices and calculations, but also reference photos, catalogs, technical data sheets, and leaflets. In order to have everything in one place and not have to look for anything.

DON'T GET IGNORED

Have you ever met with silence from a customer after your reply? You can set up automatic emails to send out reminders and offers of additional assistance or possible explanations. You never know what's behind the silence. If you don't close a particular deal, at least you usually know why you weren't successful. And that's valuable information. Has a customer rejected you? Write him anyway. Make a positive impression in the end and the customer will remember it.

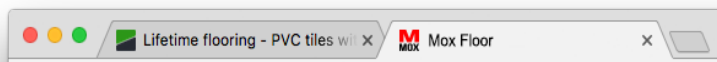
MARKETING INFORMATION

GET INFORMED

You can promote a product on your website or on a new web page you have created for this purpose. We're always glad to help you and provide photos of products, uses or references. If you would like to create a special web page for any products from Fortemix, we ask only one thing. Your new web page must not look like the official product page. Customers will easily recognize you if you maintain your autonomy.

This means:

⚠ *Do not use the logo of the product directly in the link or as the FAV icon, rather leave yours there.*



⚠ *Do not use a domain name that gives the impression of a monopolistic player on the market.*

EXAMPLES OF BAD DOMAINS:

www.fortelockobchod.cz
www.fortelock_canada.ca
www.fortelock-online.com
[www.fortelock>Your company".eu](http://www.fortelock>Your company)

BUT YOU CAN USE ALTERNATIVES:

www.garagefloor.eu
www.pvcfloor.en

By ensuring all our distributors have an equal position, you won't feel like we're favoring some of them and so hurting your sales.

"We're one team, but not one company."

Please do not create new web pages that largely copy the graphics of the official web page of the product/company. Customers often get confused and will search for information from you that you don't or needn't have or is unrelated to you.

UPDATE INFORMATION

We will try to accommodate you as much as possible, avoid misunderstandings and facilitate all communication between you and the customer, and product management. Therefore, please take advantage of our shared documents on the client portal and always have updated information wherever you go.

We recommend you bind downloaded documents like technical and maintenance sheets in the official records of the company or product, where they can be found and are always updated. Just copy the link under which they are stored. Documents within this link will always be up-to-date. Fortemix bears no responsibility for complications associated with obsolete information on your website.

LOGO

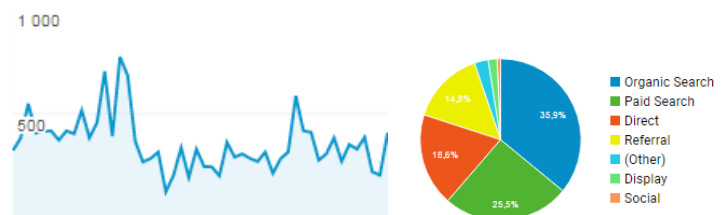
You will find information on handling the logo and possibly modifying and using it at the end of this document.

ADVERTISING, WHERE YOU LOOK

The results of surveys we carried out have confirmed that the main source of information for our customers is the Internet, especially Google. We ourselves use a PPC campaign to help educate the public about our products and get them closer to the customer. We don't have our own e-shop or any other direct form of sales. All our efforts, therefore, directly benefit you, our distributors. If you also have your own experience with PPC campaigns focused on our products, we can jointly consult on one and find some possible cooperation.

NUMBERS HELP

Do you use Google Analytics? Let's share analytical data, numbers and knowledge and help each other out. We can tell you how many visitors to our website go every month to your website and how many visitors we bring to you using PPC. It would help us if we also got information of a similar sort from you. If you need help setting it up, please don't hesitate to contact us.



LET'S CONNECT

We link the contact details and sometimes product pages of each of our distributors from our website. Please provide a link related to us as well on your website. If for whatever reason a product is not mentioned within your sales or communications channels, no mutual cooperation will be mentioned within the Fortemix presentation.

COPYRIGHT AND DOCUMENTS

You are allowed to freely use all the images, photos, logo and texts only for the presentation and promotional purposes of selling a Fortemix product. Other instances will be considered infringements and dealt with accordingly.