



01/06/2017

2017 Cleary Millwork Co-op Policy

Co-op Guidelines

- Cleary Millwork will provide its customers with a co-op allowance based on $\frac{1}{2}\%$ (half percent) of their previous year sales. Previous year sales are based on the calendar year January – December.
- Co-op is at 50% of the total cost. Dealer submits a copy of the paid invoice, Cleary co-op form and appropriate documentation (photos, samples, tear sheets, etc.) to receive 50% credit.
- **To assure proper representation of our products, preapproval is required on all co-op submissions.**
- **No more than 25% of your total co-op funds can be used toward wearables and premiums.** When submitting wearable / premium claims, you must submit the actual item OR a photo of the item that clearly shows the logo being used.
- Golf, sporting events, and other forms of entertainment do not qualify for co-op.
- Company Events such as Contractor nights, BBQ's, etc. that are approved by Cleary Millwork will be deducted in full from the customer's co-op account.
- Customers will be billed in full for displays and allowed to co-op $\frac{1}{2}$ (if co-op funds are available) once invoice has been paid.
- Literature (in small quantities) is provided to our customers at no charge, however if large quantities are requested the amount will be deducted from the customer's co-op account.
- Advertising claims schedule:

Claims for	Submit to Cleary by	Credits sent to customers
January – June	July 15 th	Within 30 days of receipt.
July – December*	December 15 th	
*If you have pending claims during December, please contact us as many of our vendors that we submit co-op to have a strict policy about submitting claims by year end. You may be asked to provide a quote or other information so that we can submit it for co-op on time.		

- Co-op credits are issued to the customer in the form of a credit memo.
- Cleary Millwork products must be properly represented in all forms of advertising using the proper manufacturer's logo.
- Claims will not be paid if there are competing products involved unless prior approval has been given.
- Dealer's account must be current with Cleary at the time the co-op requests are submitted.
- Co-op funds will be forfeited for any accounts that are in default of Cleary's payment terms.
- Co-op funds are not carried over.
- Anything above and beyond the customer's co-op allowance must be pre-approved by Cleary.

Our co-op policy is subject to change and can be terminated at any time. Changes will be posted to our website. If you have any questions on Cleary Millwork's Co-op policy please contact your Cleary Sales Rep or Susan Gurry at 508-235-4345 or via email at sgurry@northatlanticcorp.com.

(see co-op claim form on reverse side)



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2017 DEALER CO-OP CLAIM FORM

Refer to Cleary's 2017 Co-op Policy
All claims are subject to approval

Date: _____

Dealer Name: _____

Address: _____

City, State, Zip: _____

Phone #: _____

Acct #: _____

Submitted by: _____

Email address: _____

Description of claim you are submitting* _____

Date(s) of advertisement, event, etc. as described above: _____

Total eligible cost \$ _____

Cleary portion (50% of above price) \$ _____

***Include a copy of ad, tear sheet, mailer, radio affidavit, photo of promotional item(s) clearly showing logo used, photos of trade shows, display invoice, etc. as well as copies of paid invoices.**

Mail to: Marketing Dept, Cleary Millwork, 1255B Grand Army Highway, Somerset, MA 02726

To be filled out by Cleary Millwork:

Approved by _____

Rec'd on _____

Credit Memo # / Date _____

Amount \$ _____