



Partner Program

2022 Co-Marketing and Expenditures Guide

Increase awareness and build your business.

What are co-marketing funds and how are they used?

Co-marketing funds are a set amount of funds allotted to each Premier (\$1,500) or Elite (\$3,000) Fiberon® Partner, per calendar year, to be used to promote their business in partnership with Fiberon. Co-marketing funds may be used for advertising, trade shows, wearables and promotional efforts, in accordance with a set of pre-determined criteria.

Who is eligible to receive 2022 co-marketing funds?

Fiberon co-marketing funds are awarded to Partners who have achieved Premier or Elite tier status in the Fiberon Partner Program for 2022. Tier status is determined in the beginning of the year, and is based on a Partner's total purchases for the prior year; in this case, 2021.

How do I achieve Premier or Elite status?

First, you must be a member of the Fiberon Partner Program.* Next, you must have submitted copies of your paid 2021 Fiberon invoices to the rewards program in accordance with program rules. The sum total of your 2021 invoices determines your tier status for 2022.

To qualify as a Premier Partner, your 2021 eligible Fiberon purchases must total \$40,000 or more. To qualify as an Elite Partner, your 2021 eligible Fiberon purchases must total \$100,000 or more.

Partners who have achieved Premier status will receive \$1,500 in co-marketing funds for the calendar year. Elite Partners will receive \$3,000.

How are co-marketing funds allocated?

Co-marketing funds are only awarded once each year, and are based on the prior year's purchases. By February 15, 2022, Fiberon will award Premier or Elite status to those Partners who have submitted 2021 invoices totaling more than \$40,000 or more than \$100,000, respectively, by the January 31, 2022, deadline.

For example, if you submitted more than \$100,000 in eligible purchases to the Fiberon Partner Program during calendar year 2021, you are considered an Elite Partner and will be awarded \$3,000 in co-marketing funds.

Please note: All 2022 program submissions must be received by January 31, 2023.

Is there a deadline for using co-marketing funds? Will unused funds carry over to 2022?

2022 co-marketing funds must be used by September 30, 2022. Funds not used by this date will be forfeited. Co-marketing funds will not carry over into 2023.

If I achieve Premier or Elite status mid-year, will I receive new or additional co-marketing funds?

No. Co-marketing funds are based upon the prior year's total submitted purchases and are calculated on an annual basis only. If you reach Premier or Elite status during 2022, you will be awarded the appropriate funds in 2023.

However, if you achieve Premier or Elite status during the course of the year, you will be eligible for the applicable reward percentage for submitted invoices from that point on. You will also be eligible for the 5-Year Labor Warranty.

How do I use my co-marketing funds?

Co-marketing funds can be used for eligible expenses including, but not limited to, trade shows, signage, wearables, vehicle decals, etc., as outlined in the co-marketing expenditures guide.

How do I apply for reimbursement?

Eligible expenses must be submitted to partnerprogram@fiberondecking.com. A copy of the paid invoice along with proof of promotion should be included. If all criteria have been met, you will receive reimbursement in the form of a check, sent to the mailing address associated with your Partner Program account. Please allow two to four weeks for reimbursement.

Please note:

- Only the co-marketing expenditures listed are eligible for reimbursement (and only at the percentages listed).
- For any marketing activities not included on the expenditures sheet, please submit your request for review to partnerprogram@fiberondecking.com prior to committing to that activity. Do not assume all marketing activities will qualify for reimbursement.
- Reimbursement of co-marketing funds cannot exceed available balance and must comply with co-marketing guidelines.
- For co-marketing activities that use the Fiberon® logo — including wearables, trade show signage, etc. — you must adhere to the attached logo usage guidelines. The Fiberon logo may not be altered in any way and must be displayed in accordance with Fiberon brand standards.
- All approved Fiberon logos are available on the Digital Vault: fiberon.widencollective.com. For quick access to Fiberon logos, reference our Spotlight Collections on the landing page.



2022 Partner Program Co-Marketing Expenditures Guide

Eligible expenses must be submitted to partnerprogram@fiberondecking.com.

Expenditure	Description	Reimbursement %	Required Documentation
Requires Pre-Approval			
Trade and Consumer Shows	Booth space featuring Fiberon products. Booth can be shared with only one other decking manufacturer.	50% for shared space as long as Fiberon is displayed in 50% of the booth. 100% for a Fiberon-exclusive booth.	Original, paid show invoice that details products exhibited as well as color images showing the entire booth. Fiberon signage and literature must be displayed in booth.
Showroom Expenses	Includes Fiberon decking, railing and accessories used for displays, as well as Fiberon signage.	100%	Color photo and original paid invoice(s). Signage and literature must be in place.
Co-Branded Advertising	Including newspaper, magazine, print inserts, radio scripts or other similar advertising mediums. Must be directed at appropriate target audience and meet co-branding requirements. Must include at least one Fiberon mention. Cannot include any other product in any other category.	100% of the total cost of ad (both printing and placement).	Copy of ad and copy of original, paid invoice. Must indicate dates the ad ran as well as show net invoice amount, including any discounts.
Direct Marketing and Sales Tools	Fiberon co-branded direct marketing resources such as digital and print direct mail, post cards, door hangers, yard signs, etc.	100%	Proof of promotional item, along with paid invoice including any discounts.
Wearables and Promotional Items	Wearable and promotional items must include an accurate and prominently placed Fiberon logo	100% (Contractor may use a maximum of 50% of all co-marketing funds in this category.)	Proofs and images of the apparel item, along with paid invoice.
Vehicle Wraps / Signage	Fiberon-branded vehicle wrap or custom signage.	75% for Fiberon-exclusive wrap or sign. 25% if multiple manufacturers are featured.	Submit design for reimbursement approval prior to starting the project to partnerprogram@fiberondecking.com .

All funds that are not used by September 30, 2022, will be forfeited. No exceptions. Co-branding must be builder and Fiberon only. If multiple manufacturers are featured, coverage will be prorated.

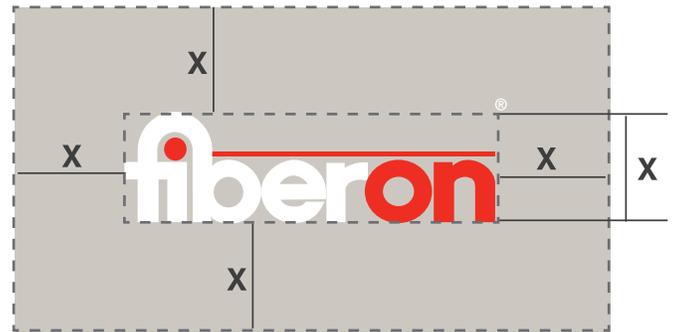
Logo Usage Guidelines

The Fiberon® Logo

To maintain consistency in the use of trademarked Fiberon logos, always use the electronic art provided by Fiberon or logos available on the Fiberon Digital Vault at fiberon.widencollective.com. Do not attempt to recreate the logo on your own. Always enlarge and reduce the logo proportionally. Please note the minimum allowable size restriction and minimum amount of clear space allowable around the logo. Please refer to color sections for further color usage.

Minimum Clear Space

For greatest impact, the Fiberon logo should be printed with a minimum amount of clear space around all four sides. The unit of measurement you should use to determine the minimum amount of clear space allowable is shown here as “X”. We have defined “X” as the height of the Fiberon logo. A minimum of one “X” of clear space must remain around the logo at all times. This rule applies regardless of the size of the logo. There is no maximum clear space allowance.



Tagline Spacing

Use minimum spacing guides to maintain the minimum clear space around the logo when it is paired with the Fiberon tagline. The tagline will occupy space inside the clear area.



Minimum Size Requirements

The reproduction artwork posted on the Fiberon website media center can be used to reproduce the Fiberon logo in a variety of sizes. To ensure the logo's integrity, clarity and impact, never reproduce it smaller than 1.125 in. (2.857 cm) wide.



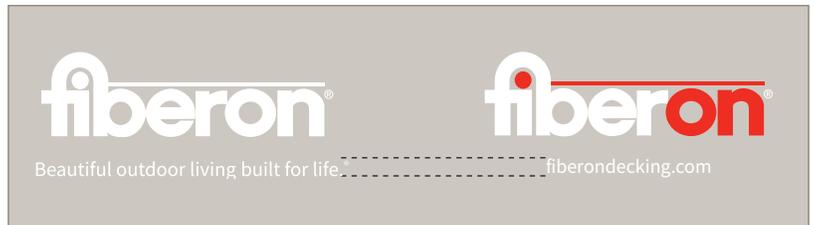
Proportions

- The proportions, design and font of the logo are not to be altered.
- Always enlarge and reduce the logo proportionally.
- Do not alter the proportions of the Fiberon logo or tagline.
- Do not alter the placement of the tagline in relation to the Fiberon logo.
- Do not alter the size of the tagline in relation to the Fiberon logo.
- Do not alter the font of the tagline.
- Do not stretch, shorten, heighten or skew the logo or tagline.



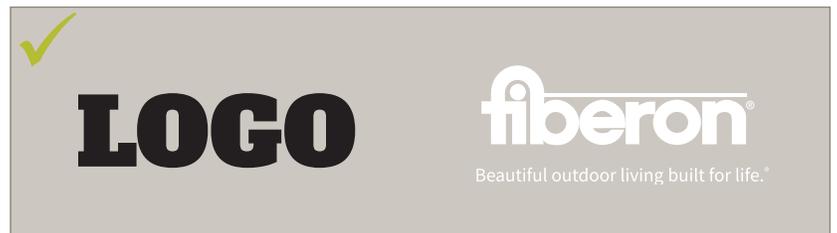
Fiberon® Logo and URL

The Fiberon URL can be paired with the logo in place of the Fiberon tagline using Helvetica Neue LT Std font bold. Center the URL with the Fiberon logo and make it the same font size as the tagline in relation to the Fiberon logo. All rules about layout and proportions apply to the logo and URL.



Logo Usage for Advertisements

When laying out an advertisement, the Fiberon logo should be clearly visible. If the advertisement includes the Fiberon logo as well as another logo, ensure that there is adequate space between the two. When used in co-marketing, the Fiberon logo should be of equal size to any other logos present.



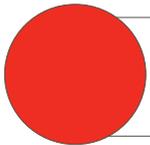
Brand Colors

Color reinforces the Fiberon® brand identity, giving it greater impact and boosting reader recognition.

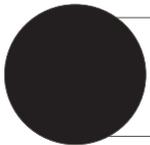


PMS 485 C

Primary Brand Colors



C = 0	R = 255	
M = 95	G = 13	
Y = 100	B = 0	Hex #FF0D00
K = 0		



C = 0	R = 0	
M = 0	G = 0	
Y = 0	B = 0	Hex #000000
K = 100		

Spot Colors

Two colors are preferred for the Fiberon logo. The logo spot color palette consists of two colors, Black and Red (PMS 485 C). Whenever possible, use the suggested spot colors.

Four-Color Process Colors

When spot colors are not available, the next preference is four-color process. Use the CMYK formula C100, M100, Y100, K100 for black and the formula C0, M95, Y100, K0 for red.

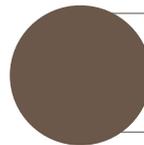
Web Colors

When using the logo for web applications, use the hexadecimal formula 000000 for black and EE3124 for red.

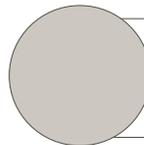
RGB Colors

With the exception of web applications, the RGB formula R0 G0 B0 for black and R238 B49 G36 for red should be used whenever the logo is to be viewed on a screen.

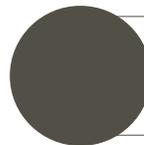
Secondary Brand Colors



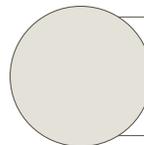
C = 50	R = 89	
M = 56	G = 79	Hex #594F3D
Y = 66	B = 61	Pantone 405 C
K = 30		



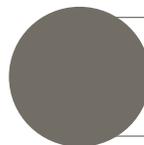
C = 11	R = 204	
M = 10	G = 207	
Y = 14	B = 197	Hex #CCFC5
K = 10		



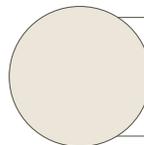
C = 61	R = 62	
M = 55	G = 71	Hex #3E4739
Y = 64	B = 57	Pantone 418 C
K = 38		



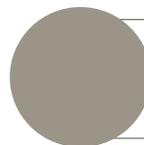
C = 10	R = 230	
M = 8	G = 235	
Y = 13	B = 222	Hex #E6EBDE
K = 0		



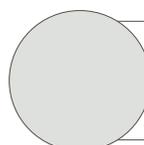
C = 46	R = 99	
M = 41	G = 108	Hex #636C5F
Y = 48	B = 95	Pantone 404 C
K = 28		



C = 7	R = 237	
M = 7	G = 237	
Y = 13	B = 222	Hex #EDEDDE
K = 0		



C = 41	R = 146	
M = 37	G = 156	Hex #929C8B
Y = 44	B = 139	Pantone 402 C
K = 3		



C = 12	R = 224	
M = 8	G = 235	
Y = 10	B = 230	Hex #E0EBE6
K = 0		

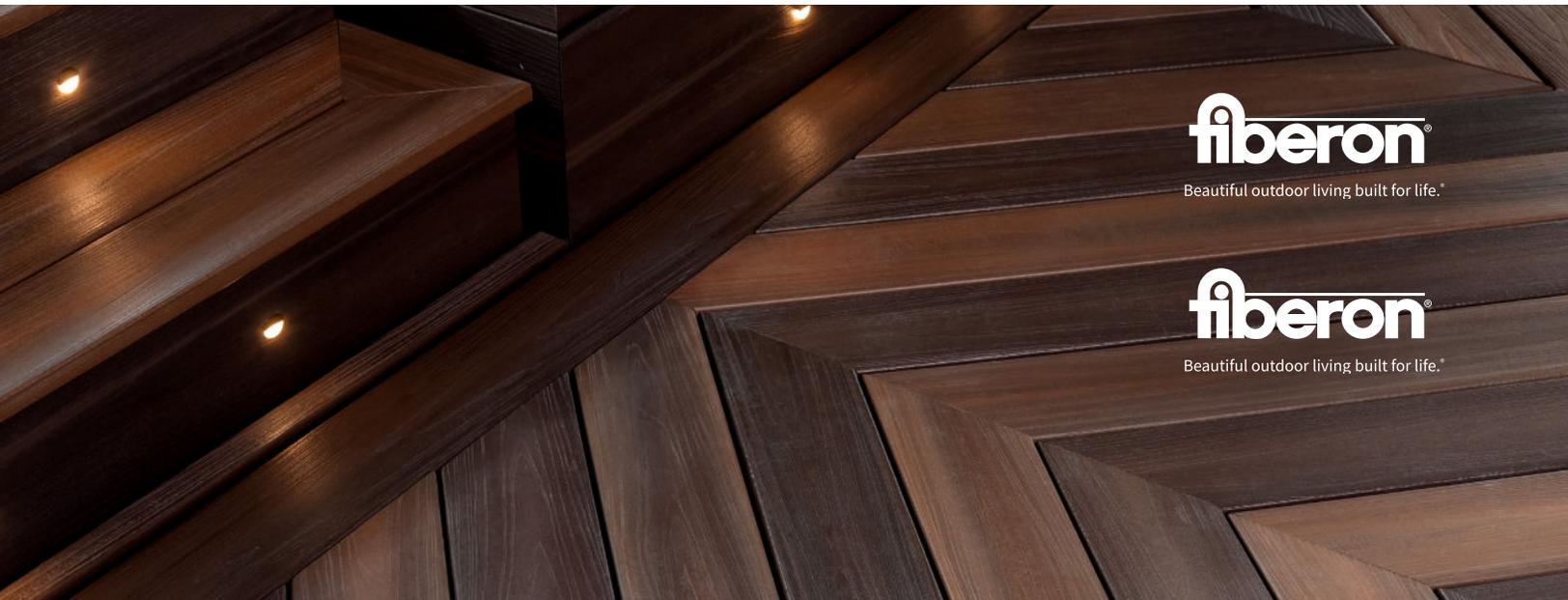
Tagline and URL Colors

When pairing the logo with a URL or tagline, that item should be either black or white to match the logo.



Alternate Color Options and Backgrounds

If the logo is going to be printed on a dark background or over a dark photograph, white may be used instead of black. Always display the Fiberon® logo in either black and red or white and red when there is enough contrast to make the logo legible. If necessary, the logo may be displayed in all black or all white to improve contrast and readability. Solid color background fields must be large enough so that they do not appear to be part of the logo.



fiberondecking.com | 1.800.573.8841

©2022 Fiberon. All rights reserved. FIBERON and the Fiberon logo are trademarks of Fiber Composites, LLC. Registered trademarks are registered in the U.S. and may be registered internationally.

FIB-0026-LIT 09/22