



DIGITAL SIGNS EXCLUSIVE SUPPLIER POLICY

OUTLINE

We recognise Sign Writers hold a special place in the community as a place their clients can go to receive branding and marketing advice. Sign Writers are expert at design and layout, and usually also do application (vinyl) and installation (of signs) amongst other things.

Digital Signs have built up extensive experience in the supply and installation of LED displays, but do not do static sign design, vinyl application or supply ACM.

In recognition of the special place each party fills in the supply chain, Digital Signs has resolved to sell exclusively on a wholesale basis through Sign Writers (and other specifiers), excluding billboards.

THE DETAIL

As LED displays are still a fairly new product in the market, and not many places are promoting them for sale, Digital Signs will continue to focus on digital (online) marketing of LED displays as an excellent fluid marketing solution for businesses to connect with their customers (both indoor and out).

Where, as a result of that marketing, a customer is interested in purchasing LED displays, Digital Signs will refer that business to an interested and available Sign Writer in the area the job is based.

Where Digital Signs generated the business the existing 10% rebate will apply. Where the Sign Writer already has the lead a 20% rebate will apply. In either instance Digital Signs will undertake some or all of installation (for the Sign Writer) as required.

To receive the 20% discount the Sign Writer must have a "LED display" section on their website promoting the Digital Signs LED displays as being available to their clients.

In order to get more business Sign Writers may advertise for free on the website of Digital Signs as being an authorised stockist of DS product.

To obtain website LED display marketing collateral (and receive the 20% discount) please contact your DS Client Manager.

PROMOTING A BRIGHTER FUTURE!