

The **Master Lock** Company



Locker Lock Distributor Program

Thank you for partnering with The Master Lock® Company

Master Lock is the market leader in security and safety solutions. Since our founding in 1921, we have worked hard to earn and maintain the trust of our customers by delivering on our promise of strength and quality, and by continually setting new standards for lock design, application and performance.

Your decision to partner with The Master Lock Company will provide significant benefits to both you and your customers.

- » As the largest global manufacturer of padlocks with over 90 years of industry experience, we take pride in our continued commitment to quality manufacturing out of our Milwaukee, Wisconsin, USA facility.
- » A market leader within the core security and safety categories, we deliver a broad assortment of products paired with two iconic and trusted brands: Master Lock® and American Lock®. Our recent addition of SentrySafe® products has expanded our security offering.
- » The Master Lock Company is widely recognized for its industry-leading engineering, innovative design capabilities, and deep technical expertise within the security and safety markets. We leverage these competencies to continually deliver new products for existing and new adjacent markets.

Our new tiered distributor program is designed to provide all of our customers with an industry leading set of benefits and support tools to maximize sales growth of The Master Lock Company portfolio. We believe our distributors are our greatest asset, and we thank you for choosing to partner with The Master Lock Company.



Kyle Raabe
Vice President Commercial Sales

2016 Locker Lock Program Overview

	Authorized	Silver	Gold	Platinum
Annual Volume	< \$7500	\$7,501 - \$29,999	\$30,000 - \$74,999	> \$75,000
Discount Structure	\$	\$\$	\$\$\$	\$\$\$\$
Growth Rebate	—	—	—	Up to 3%
Payment Terms	1% 15, Net 30	1% 15, Net 30	1% 15, Net 30	1% 15, Net 30
Freight	Pre-pay and add \$1,000	Pre-pay and add \$1,000	Pre-pay and add \$1,000	Pre-pay and add \$1,000
Broken Carton Upcharge on Security & Safety Products	No (Previously 10%)	No (Previously 10%)	No (Previously 10%)	No (Previously 10%)
Co-op Funding	—	—	—	X
Marketing Literature	X	X	X	X
Promotion Opportunities	X	X	X	X
Dedicated Inside/Outside Sales	X	X	X	X

Sales

The Master Lock Company provides its distribution network with unparalleled sales support and special offers to drive for sales growth:



Field Sales Support

Our local Field Sales Managers provide on-site visits with your customers, local product expertise, and training for distributors. As local representatives, they can also assist with inventory management information to fulfill all your safety and security needs. With years of experience, they are available to you as a partner to develop strategies and plans to achieve sales success.



Inside Sales Support

All of our distributor partners have dedicated Inside Support located at our company headquarters. The Inside Support team members are available to provide information and training on product benefits and the best approach to sell Master Lock, American Lock and SentrySafe products in the strategic markets you may serve.



Product Promotions

Throughout the year, The Master Lock Company provides our distributors with product promotions on top selling items and new to the market products and technologies. Taking advantage of any promotional pricing can help you increase sales, establish stronger partnerships with your customers and drive new product success.



Brand Recognition

You have partnered with the most respected names in the business, Master Lock, American Lock and SentrySafe. These three iconic and trusted brands are paired with a broad, market leading safety and security product portfolio providing you a powerful brand experience that drives growth.



Growth Rebate

The Master Lock Company values our customers as an extension of our own sales force. As a performance reward, annual rebates are offered to qualifying distributors that continue to grow the business. Our easy to understand growth programs can earn you up to 3% back in rebate dollars at year-end.

Sales Growth %	Rebate %
3%	1%
6%	2%
9%	3%

The Master Lock Company is dedicated to providing our distributor partners with the best service in the industry.

Service

The Master Lock Company is dedicated to providing our distributor partners with the best service in the industry. From our sales force to our global footprint and dedicated support teams, distributors can trust that we will strive to provide best in class service from quote to order fulfillment.



Customization

Our customization capabilities are unmatched within the industry, allowing us to offer the ideal solution for each and every customer. From laser engraving and colored dials to override key management, we efficiently and consistently deliver the locker lock products your customers demand. In addition, our industry-leading make-to-order capabilities produce specialized security and safety padlocks that will address your customers' unique needs.



Charting and Key Management

The Master Lock Company maintains combination charts for every registered built-in and portable locker lock system. With the largest range of supervisory override keys, we are uniquely positioned to disperse keys regionally.

For our security and safety padlocks, The Master Lock Company is the only major industry provider that securely creates, stores and maintains registered end user key charts on all lock systems. You and your customers will never have to worry about maintaining the data that is the heart of your customer's system integrity.



Edge® Key Control Systems

The patented Edge Key Control system offers affordable padlock security against unauthorized key duplication that no other company in our industry can provide. With Edge Key Control, the key blanks to your customers system are available only from Master Lock authorized distributors. This gives you and your customers complete control over the keys to their padlock security system.



Online Ordering via Masterlockshop.com

Online ordering is available via Masterlockshop.com 24 hours a day, 7 days a week. Get a quote, place an order online for stock and custom built locks and receive immediate emailed order confirmation.



Order Tracking

Masterlock.net allows you and your end users/customers to see your orders and track them from booking to delivery. Never be in the dark with where order status, and keep your customers up to date with accurate information.



Quick Ship Program

Business moves quickly and we offer the Quick Ship Program to get stock locker lock products on the way to you 48 hours after order. Enabling you to fulfill urgent customer needs. Expedited shipping also available upon request.



Shipping and Freight

Master Lock will pay ground freight on orders over \$1,000 net to a single shipping point in the contiguous United States. Expedited shipping is always available upon request.

Marketing Support

Our tenured and knowledgeable Marketing team is here to provide you with expert level advice about our safety and security products and services. We offer extensive marketing support to our partners that promote sales growth and customer loyalty.



Professional Marketing Materials

Master Lock provides customizable flyers and promotional materials to combine our new product details with your company logos and contact information.



Marketing Resources

Master Lock produces a wide variety of marketing tools and assets to meet your marketing needs. Our product instructional and informational videos, as well as product images, are accessible online. All catalogs, flyers, sales brochures and new product information that Master Lock creates are made available in electronic format. The most popular pieces are also available as printed materials.



Merchandise Displays

An important element to driving growth in the adjacent security and safety product portfolio, The Master Lock Company offers product counter spinners, and wall boards to our distribution network in order to effectively display security and safety products aiding your customers in the selection process.



Industry Expertise

The Master Lock Company has dedicated Product Managers to continue the development of new products which keeps you on the forefront of the locker, security and safety markets. We invest in our employees with industry leading training and credentials. Understanding this dedication to these resources helps us deliver the industry expertise you have come to expect from the market leader.



Co-op Funds

The Master Lock Company offers co-op funds to our distributors to help grow your business with a shared investment. Qualifying distributors have access to funds that can be used towards marketing, new product training, or advertising. No one knows your business better than you and our co-op program will help you capture share in your local market.



Tradeshows

Master Lock has a strong commitment to providing you with new product information and customer support through many tradeshows that we participate in. On a national level, you'll find us at shows such as ABC and IHRSA. Combining that presence with our availability at regional shows and customer events, you always have a partner that can provide you the latest information on products, trends and services.

The Master Lock Company

Property. People. Life.

