



Why partner with Phantom Screens?



Phantom Screens presents a true sales partnership opportunity to companies and business professionals with an entrepreneurial spirit and a solid commitment to providing superior customer service. Longevity in our existing partnerships is a mainstay of our success; many of our associates have been with us since our inception more than 17 years ago.

Regardless of your business model, Phantom Screens is committed to supporting your success. From sales training to hands-on installation coaching, we ensure that our partners are prepared to take full advantage of the market potential for retractable screen solutions.

The following outlines a number of reasons why companies choose to include Phantom Screens in their customer offering.



PHANTOM[®]
S C R E E N S

True to you. Pure Phantom

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A Revenue Growth Industry & Strong Company Scope

The retractable screen industry remains young in its product life cycle. Although we've promoted both the product category and our brand over the last decade, only 50% of North Americans are aware of the benefits of retractable screens. Phantom has also gone through aggressive business growth over the last decade. In addition to our existing sales potential, the number of households within our target demographic is expected to grow by another 7.43% within the next 4-5 years. The combination of the present awareness level and our historical rate of growth points to significant business potential in the years ahead.

In addition to volume potential, Phantom wholesale pricing is structured to help partners effectively sell our solutions within their local market and maintain good profitability.

Phantom is represented by more than 2,000 points of sale throughout North America. We have the ability to service customers throughout the country and provide after-sales support when required.

Phantom is also a company committed to international expansion. Our brand continues to gain market share in Australia, Mexico, the Caribbean, and the United Kingdom. In addition to geographical markets, Phantom is growing its influence within multiple business sectors such as the architect community and builder industry. With our involvement in associations like the National Council of the Housing Industry (NCHI), the National Association of Home Builders (NAHB), the Window & Door Manufacturers Association (WDMA) and the American Institute of Architects (AIA), Phantom is making industry professionals aware of our product category and brand.

With our diverse market portfolio, you can be assured that Phantom Screens has the staying power to provide you with long term security as you work to grow business within your region.





A Proven Brand

Phantom Screens is North America's leading brand of retractable screen solutions. More than a decade ago, Phantom began promoting the product category to the industry as a whole. We've invested in providing education to key industry influencers and offered sales training to numerous organizations and sales professionals.



We've also taken an aggressive approach in spreading awareness directly to the consumer.

Through national advertising in high-end magazines, television campaigns, and public relations initiatives that have featured Phantom in numerous articles and online editorial, Phantom has become the household name for retractable screen solutions.

Our brand has been featured nationally in Architectural Digest, Veranda, and House & Garden. Our upscale commercials have appeared on both regional channels and national broadcasts with The Weather Channel and The Weather Network. Our goal is to make your potential customers familiar with the Phantom brand, earning their trust in the name so that they're prepared to discuss business when you make contact with them locally.

However, it's the feedback from our clientele that shows where our brand strength truly lies. Our strongest source of business growth comes directly through the referrals of our existing customers. The Phantom experience is rated as "Good" to "Outstanding" by 97% of our clients. An impressive 99% of our customers indicate that they will purchase Phantom Screens again when they have need for screen solutions. Phantom is also the sole installed retractable screen provider for the largest national retailers within the home improvement industry: Home Depot in Canada and Lowe's in the United States.

When you combine the investment we've made in spreading the awareness of our name with the superior products and service we provide through our partners, it's easy to see why Phantom has become a well-known brand that customers trust.

Our Vision:

There when you need us,
enhancing your lifestyle,
making us your choice for
retractable screen solutions...

Experience Phantom



Clearly Defined Customer

Phantom screens services the upscale market with clients that earn a combined household income well above the national average. Many of our customers own more than one property with a lifestyle that calls for the comfort and luxury our solutions offer.

Phantom Screens continues to invest in research to equip our partners with accurate and relevant information on today's consumers. We can provide details on combined household income, purchasing power and other characteristics to help you target the right person at the right time within your market. We can assist you in selecting sales and marketing efforts within your sales area with the latest advanced mapping and demographic analysis tools.



Phantom Project: Forever House, Vancouver Island, BC, Canada



Phantom Project: InSync Home, Baldwin Park, FL, USA



Manufacturing Excellence

With over 17 years experience, Phantom Screens has the infrastructure and knowledge to support the product demands of your customers. Retractable screen solutions are our sole business. Most of our products are designed and manufactured in our own North American facility. To deliver customization and quality our solutions are built primarily by hand.

We've also partnered with one of the world's leading manufacturers of retractable screens to bring additional innovative and superior quality products to the North American market. We source the best components for our products by formulating partnerships with dependable suppliers that share our commitment to excellence.

Of course our commitment extends beyond just producing products; we work with our associates to offer the leading warranty in our business. We believe it is imperative that both our partners and our corporation commit to backing the warranty. If a market representative of our brand is unable to cover a warranty claim, Phantom Corporate will step in to ensure that the customer is satisfied. This translates into peace of mind for your customers and long term client satisfaction.





Total Solutions Provider

Phantom has the most complete line of retractable screen solutions and options available to the North American market. Our portfolio of products provides solutions for a wide range of budgets, projects and levels of service. We cover all door, window and large application projects which include some of the following install types:



PHANTOM
SCREENS

Doors



Serene
SCREENS
BY PHANTOM®

Windows



Executive
SCREENS
BY PHANTOM®

Covered Living Spaces



PHANTOM
Distinction[™]
Retractable Screen Solutions

Oversized Openings and
High Traffic Areas



PHANTOM
Infinity[™]
Retractable Screen Solutions

Folding Wall Systems

Our products have the installation flexibility to achieve true building integration, including exterior surface mount or recessed install with components hidden behind ceiling cavities and column channels. From custom colors to wood grain finishes, we work to preserve the structural aesthetics of each and every project.

Our products also fit with the latest design trends and environmental concerns in today's market. Phantom solutions are instrumental in reducing solar heat gain, maximizing energy efficiency with home-automation compatible controls, increasing natural ventilation, supporting health & safety, and opening up living spaces to outdoor environments.



Customer and Technical Support



Phantom Screens has dedicated sales and technical teams to support our distribution partners in all facets of their business. Whether you require installation support on the jobsite or assistance in creating a local advertisement, our corporate experts are here to help you.

When it comes to business support, our regional representatives are available to provide ideas and recommendations on the various opportunities or challenges you face. These professionals are never more than a phone call away when you have questions.

In addition to our training programs, our technical teams are instrumental in walking you through installation questions while your people are on the jobsite. We also offer you a host of resources through the partner intranet system, including install manuals, AutoCAD drawings, parts tables and tips from other associates.

Phantom associates also enjoy the convenience of our online ordering and reporting system. Our intranet portal provides password protected access to all news, pricing, technical information and drawings. The online systems allow for easy order entry, order tracking invoice reprints and statements.

You can also manage your contact details and administer your own subsection of the Phantom website. There is also a forum to connect with your Phantom colleagues around the world. With the combination of our service staff and online systems, we have the ability to support your business.





Outstanding Sales and Marketing Support

At Phantom we believe in earning the right to do business with you by driving customers to you directly. Our associates enjoy the customer referrals generated by our trade show and national advertising programs. We continually work to build awareness of our retractable screen products and support our brand leadership by participating in world-class shows such as, the International Builders' Show and the American Institute of Architects (AIA) Annual Convention & Expo.

Phantom supports its partners with a national toll-free number that links directly to your dedicated phone line. The 1-888-PHANTOM number is prominently featured in promotions and the brand consistency makes it easy for customers to remember. We also fund all phone calls providing your business with significant cost savings. We make it easy for your prospects to find you at no cost to your business.

Phantom Screens has developed powerful retail relationships and national programs to support the sales generating activities of its associates. Examples of our national programs include the installed retractable door screen program established with Lowe's in the United States and Home Depot in Canada. Retail programs keep our products in front of potential customers seven days a week. National programs continue to be an important ingredient in everyone's sales success.





Outstanding Sales and Marketing Support

Phantom provides an abundance of marketing materials that attractively showcase our line of products and services. From brochures and Point of Purchase displays, to advertising templates and direct mail pieces, we have the tools to promote your business. All promotional materials are sold at cost allowing you to take full advantage of our volume purchasing power.



Online representation is integral to promoting the brand and each of our partner companies to internet prospects. Each associate is listed on our website, linked by a zip or postal code locator, making it easy for customers to find you. You also have the opportunity of having your own sub-site within Phantom's parent site to post details specific to your company. Our website is listed on all national promotions to generate leads for your business.

We also recognize the incredible value that specifiers, such as architects and developers, can have in expanding your sales. Phantom has designed specific marketing materials and programs for these audiences; including our American Institute of Architects (AIA) Continuing Education System (CES) for architects, a builder marketing DVD, and both hard copy and online specification and drawing resources.

Finally, Phantom's marketing professionals are available to support your local campaigns. We offer graphic design and copy writing support. We're also available to offer feedback when it comes to local media offerings and program options.



LOWE'S INSTALLATION
SPECIAL ORDER

PHANTOM Professional[™] SERIES
Retractable Screen Solutions[™]

Professional Series[™] screens retract out of sight when you don't need them

Each screen is professionally installed for your ultimate convenience
This product is custom fit to all door types (up to 120 in. for height and 48 in. for width) including double doors as wide as 96 in.

Las mallas Professional Series[™] se retraen para que queden fuera de la vista cuando no las necesita.
Cada malla se instala por profesionales para máxima comodidad.

Este producto está hecho a la medida para que se adapte a todos los tipos de puerta (hasta 120 pulgadas de alto y 48 pulgadas de ancho), incluidas las puertas dobles de un ancho de hasta 96 pulgadas.

Pro[®]essional Installation[™]
Instalación profesional

Individually designed to match the finish, sizing and layout of your doorway
Las mallas están diseñadas individualmente para que combinen con el acabado, tamaño y diseño de su puerta

Classic White	Silvered Almond	Sandal Wood	Driftwood Beige	Offered in eight standard colors Se ofrecen en ocho colores estándar
Rideau Brown	Hartford Green	Coastal Grey	Phantom Black	

Discuss custom finish, sill adaptor and sizing options with your Lowe's Approved Installer
Hable con su instalador certificado de Lowe's sobre el acabado personalizado, el adaptador del alféizar y las opciones de tamaño

Pricing is based on typical application and installation, see your Lowe's Associate to order
El precio se basa en la aplicación e instalación típicas; consulte a un asociado de ventas de Lowe's para hacer su pedido

Try It For Yourself
Inténtelo usted mismo

LIMITED TIME OFFER
WARRANTY



What are the Partner Requirements for Success?

We believe our commitment to supporting our partners is evident through our people and the investment we continue to make in our programs. Of course, the success of our associates hinges on their ability to meet market and customer demands. So what makes a good Phantom partner?

Entrepreneurial Know-How

Each sales region presents its own set of opportunities, customer characteristics and business niches. We count on our partners to research local opportunities and formulate their business infrastructure, investment and strategy around local market needs. Our allies are independent, retail orientated professionals driven by customer feedback and satisfaction.



Investment in Your Market

To realize true sales potential requires an investment in time, money and support programs. We expect our partners to have the facility, staff, vehicles and equipment to cover the market-wide potential of their assigned region. This includes advertising within your market, participating in applicable local associations such as a chapter of the Home Builder's Association, providing venues for clients to experience Phantom retractable solutions in person, and having a strong customer service team to answer customer questions, service issues and requests. Each of our associates is viewed as the face of our brand.

Customer Focus & Commitment to Excellence

Phantom's strongest source of business growth is customer referrals. It's imperative that our partners go out of their way to ensure that each and every customer is provided with an experience that exceeds their expectations. As customer demands evolve, our ally companies need to be willing and able to adapt their business model and services to meet client expectations.

Commitment to Learning & Training

Phantom provides formalized sales, marketing and installation training programs; but this is a two-way commitment. To support your sales success, we need your key people to attend the one-time partnership orientation sessions held at our corporate offices. We also ask that you make your lead installers available for infield training when required.

In conclusion, it is through Phantom's support with proven programs & services combined with the commitment of our partners to invest time, money and effort into developing their local regions that will result in our mutual success. If you feel that your company values, culture and infrastructure fit with the Phantom offering, we welcome hearing from you.



True to you. Pure Phantom

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