



*Why Partner with  
Phantom Screens*



PHANTOM<sup>®</sup>  
S C R E E N S



**We love entrepreneurs.**

**We love your pioneering spirit, your willingness to take something with potential and turn it into something great.**

**We love your passion for business.**

**But most of all we love the fact that you are thinking about joining Phantom Screens on our mission to make life better.**

We've built our business on partnerships with people like you.

Thanks to the great people who have been our partners – some for over 20 years – we've grown from a small startup in a single car garage to a multi-million dollar corporation that has claimed the title of industry leader.

But we're not resting on our laurels.

We're hungry to grow and hungry to innovate. There's a huge market potential for retractable screens of 36 million plus households in our target demographic across North America\*.

We'll only be able to capitalize on that potential with partners who share our entrepreneurial vision, commitment to business excellence and ability to deliver unparalleled customer service.

**Are you ready for the challenge?**

*\*2013 Nielsen Prizm Claritas Research*

*Phantom Screens. Delivering fresh air since 1992.*



**Phantom Screens® is North America's leading provider of retractable screens.**

We have a great range of products which bring homeowners protection from the bugs, shade from the sun as well as privacy.

Our retractable screens are custom made for doorways, windows, large openings and outdoor living spaces, as well as lift & slide door systems. Phantom retractable screens are designed to pull or lower into place when they're needed and disappear out of sight when not in use.

To give customers complete peace of mind, every Phantom screen is backed with a Limited Lifetime Warranty. Since we were founded back in 1992, our brand has been synonymous with quality, innovative product development and the very best customer service.

According to independent market research, more than 8 out of every 10 customers would recommend Phantom Screens to their friends. And over 80% of customers would definitely choose Phantom Screens again.\* They're the kinds of statistic that makes us very happy!

But actually, none of this really matters.

### *What matters is you*

You see, as big as we've become, every single one of our partners and customers matter to us. We want to make a difference – even in a small way – in the lives of the people we touch.

So we pride ourselves on truly great service, amazing products and the simple joy of opening up homes to good things.

\*2013 Concerto Marketing Group, Inc.



# *Part of a great network*

Our sales network boasts over 100 distributors across North America, and we're also represented by more than 2,000 points of sale in the USA and Canada. We're truly proud of the fact that we have the ability to service customers and deliver fantastic after-sales support when required.

Phantom Screens also continues to gain market share in Australia, Mexico, the Caribbean and the UK.

In addition to geographical markets, we're growing our influence in multiple business sectors such as the architect community and builder industry. Phantom Screens continues to make industry professionals aware of our product category with involvement in the Leading Suppliers Council of the National Association of Home Builders (NAHB) and the American Institute of Architects' Continuing Education System (AIA/CES).

With our diverse market portfolio, we can promise you that Phantom Screens has the staying power to deliver you long term security as you work to grow business.

# Our product portfolio

## For porches & patios

Our motorized retractable screens appear at the touch of a button and disappear when you don't need them.

Perfect for indoor and outdoor living spaces, the screens give you fresh air, shade from the sun, protection from insects or a bit of privacy.



Phantom Screens has partnered with Somfy to provide a wide range of remote controls and environmental sensors for Executive motorized retractable screens.

**Executive™** motorized retractable screens are built and customized for each building project, so they will merge perfectly with your décor to maintain the integrity of your design. Our motorized retractable screens can be recessed from your view by integrating with the building structure or surface-mounted onto existing structures. Executive screens can be designed into every type of building material including wood, brick, stucco, natural stone, and concrete.



# Our product portfolio

## For doors

Let the fresh air in and keep the bugs out! With our retractable door screens, there's no need to worry about blocking views — when they're not in use they disappear out of sight, preserving the look of your doorway.

**Legacy by Phantom™** is the only retractable door screen with an integrated Latch & Release handle – making it easy to use, quiet to operate and secure from unintended openings



**Professional Series by Phantom™** is the original retractable door screen by Phantom Screens that uses a magnet latching system so that the screen breaks away on impact, retracting into its protective housing to prevent damage to the mesh.



# Our product portfolio

## For windows

Unlike conventional fixed screens, Phantom's window screens won't get in the way of your view — they retract out-of-sight when not in use. Giving you protection from insects, shade from the sun and privacy, they're discreet and will match with any home's design.

**Serene by Phantom™** covers all window types including casement, awning, single & double-hung, sliding and tilt 'n' turn windows. Serene is made from extruded aluminum and is powder coated to resist fading and chipping.



**Prestige by Phantom™** is perfect for beautiful custom wood windows which shouldn't be compromised by standard insect screens. Prestige screens are manufactured from extruded aluminum to which a stainable wood veneer is applied.



# Working with you – marketing support

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## NATIONAL BRAND ADVERTISING

Our job is raising awareness of the Phantom Screens brand across the US and Canada. We advertise nationally on TV, online and in high-end magazines. We also take part in various public relations initiatives that feature Phantom in magazine articles and online editorial.



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## ONLINE MARKETING

We all know the world is online. We're no different and have heavily invested in our online presence, launching an industry leading and highly engaging website. Each and every one of our partners is listed on our website, linked by a zip or postal code locator, making it easy for potential customers to find you.



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## TAILORED MARKETING SUPPORT

Every year we create new marketing tools, initiatives, photography and videos to help you sell retractable screens. From brochures and Point of Purchase displays, advertising templates and direct mail pieces; we have a wide range of cost-effective marketing materials to showcase our products. We will also support your local campaigns with marketing, graphic design and copy writing assistance from our team of marketing staff at the corporate office.

# Working with you – sales support

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## NATIONAL RETAIL SALES

Examples of our national programs include the installed retractable door screen program in Lowe's and select Home Depot stores in the United States and Home Depot and RONA in Canada. Retail programs keep our products in front of potential customers seven days a week and are an important



ingredient in everyone's sales success.

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## NATIONAL TOLL-FREE NUMBER

All distributors get the use of our national toll-free number that links directly to your dedicated phone line. The 1-888-PHANTOM number is featured in all our national promotions and makes it easy for customers to remember.



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## BUILDERS & ARCHITECTS

Specifiers, such as architects, builders and developers are incredibly valuable in expanding your sales. That's why we've designed specific marketing materials and programs for them including our continuing education programs with the American Institute of Architects' Continuing Education System (AIA/CES), a builder marketing DVD, and both hard copy and online specification and drawing resources. We also participate in world-class shows such as the International Builders' Show.

# *Working with you – technical & business support*

When you partner with Phantom Screens, you can rest safe in the knowledge that we're here to help you.

Because we want you to succeed, we have dedicated sales and technical teams to support you in all facets of your business.

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## **TECHNICAL & PRODUCT SUPPORT**

We have created in depth training programs to get you started and our technical product team will also help with installation questions while your installers are on the jobsite. We also offer you a host of resources through our partner intranet system; including videos, install manuals, AutoCAD drawings, and parts tables.



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## **BUSINESS & CUSTOMER SUPPORT**

Our team of expert regional account representatives will help you grow your business with ideas and recommendations on any opportunity or challenge you face. We're never more than a phone call away! We'll also work with you to

develop your own network of dealers to ensure you have good reach across your whole territory.

You'll 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

updates as well as the ability to manage your contact details for the Phantom website. The online system makes ordering easy, as well as getting order tracking details, invoice reprints or statements.



# Our expectations

So here's a good question. What makes a good partner with Phantom Screens?

There's no cookie cutter answer, because every market and every business is different. But here's what we've learned that makes a partnership successful.

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## ENTREPRENEURIAL KNOW-HOW

Each sales region presents its own set of opportunities, customer characteristics and business niches. We want you to research local opportunities and formulate your own business infrastructure, investment and strategy around local market needs. We want folks who are independent, retail orientated and driven by an intense desire for total customer satisfaction.

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## SALES & MARKETING PLANS

Along with our national marketing initiatives we have the expectation that you'll put plans in place to show how you'll be growing and developing your business. You'll have concrete plans to ensure your business grows and we'll work with you to help you implement them.

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## INVESTMENT IN YOUR MARKET

To make a success of a partnership, you'll need to invest. Invest time, money and support programs. Naturally we expect you to have the facility, staff, vehicles and equipment to cover the market-wide potential of your territory. This includes advertising, participating in applicable local associations such as a chapter of the Home Builder's Association and providing places for clients to experience Phantom's retractable screens in person. You'll have a strong customer service team who we want to be the face of our brand.

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## COMMITMENT TO EXCELLENCE

Our best 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, you'll need to be willing and able to adapt your business model and services to meet client expectations.

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## COMMITMENT TO LEARNING & TRAINING

We provide our partners 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 one-time partnership orientation sessions. We also ask that you make your lead installers available for infield training when required.



*Don't miss this great opportunity – we'd love to hear from you!*

Contact your Phantom Screens representative today at  
**1-888-444-4142** or email [phantom@phantomscreens.com](mailto:phantom@phantomscreens.com)

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