



ALL TOGETHER BETTER.

1/2/07
Ref. #2188

Display Registration Process

In 2006, we placed over 26,000 displays into the marketplace!

We are excited by this accomplishment, and thank our distributors for partnering with us to make this incredible feat possible.

To keep our displays up-to-date with our latest product introductions, it is critical that **all displays and towers are properly registered** and signed up on automatic sample lists. Displays registrations must be **complete** with **accurate** information in a **timely fashion**, so we can be confident we have precise data when shipping sample updates.

Benefits of display registration and automatic sample enrollment;

- Ensures retailers will receive product category listing and **consumer leads** from web inquiries on www.armstrong.com
- Qualifies the retailer to participate in the sales person **incentive programs**
- High registration rate qualifies the distributor for **prioritized shipment** in future displays and tower initiatives
- Ensures towers and displays will receive product **sample updates** during 2007 and beyond

All displays and towers must be registered with the following SAMSIN display order form to properly complete the display registration process.

All completed forms should be submitted;

- Via email to samsin@armstrong.com
- Via fax to 1-717-209-8401; Attn: Floor Division

