



record Diamond Partner Program

The record Diamond Partner Program has been designed to recognise and reward our very best independent customers who aspire to the same values, service and quality installs as record does.

To become a Diamond Partner customers need to meet set criteria, in return for a range of benefits which will help promote and strengthen the relationship between our two companies. Together, we want to make the Diamond Partner logo a mark of excellence within our industry.

This brochure has been designed to give you an overview of the benefits of becoming a record Diamond Partner.

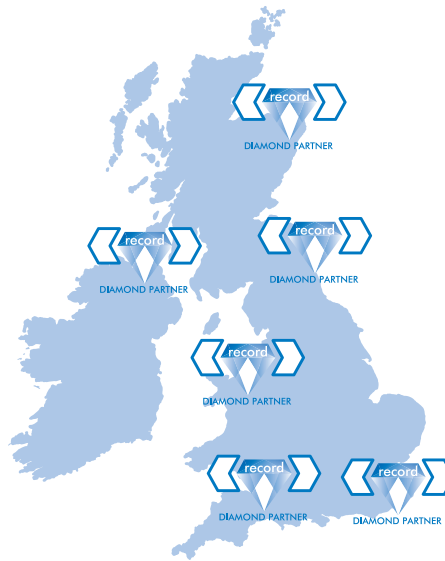


record Diamond Partner Marketing Communications

The Diamond Partner Logo is available for all Diamond Partners to use on their websites and company literature as required, along with Diamond Badges which will be available as and when achieved.

Diamond Partners will also have access to a Diamond Partner email footer, email template, and van stickers to promote their Diamond Partner status.





Diamond Partner List on Website and Newsletter

A record Diamond Partnership List comprising of all Diamond Partners' contact details and their Diamond Badges will be available on www.recordukdirect.co.uk, for end-users to easily identify and select the best record partner for their needs.

Upon joining the program, record Diamond Partners will be promoted in the record Direct monthly newsletter, which is sent out to over 400 customers.



Access and Training to Prestigious Products

Access to prestigious products, currently not available to record Direct customers will be given to record Diamond Partners. These products currently include THERMCORD sliding doors with energy-saving and burglar resistance properties and C127 concealed underfloor drive for automatic doors.

Free training on these products will also be given to all Diamond Partners at our offices in Hemel or Blantyre or at your own premises if preferred.





Train the Trainer

As a record Diamond Partner, you will have access to our Train the Trainer program. One of our record Technical Support Managers will train one of your more experienced installers to become a fully qualified record Partner Trainer. This will enable them to train other installers within your company on record installations, at a time and place to suit your needs, saving you valuable time and money.

Priority Access to Technical Support

record Diamond Partners will be given priority access to Technical Support to help resolve any on-site technical issues as quickly as possible.



Early Access to i-record

record Diamond Partners will get access to our exciting new commissioning and maintenance tool, i-record.

i-record provides a much easier and faster way to configure and diagnose problems on our STA 20 and DFA 127 products using an Android app and a Bluetooth connection to the operator. This makes your engineers more efficient, allows easy checking and updating to the latest Operator firmware and enables remote video-linked support to your office, or to us.





Extended Product Warranty to 2 Years

To show our confidence in the quality of our products and the install work of our Diamond Partners, we will extend the product warranty on all record products to 2 years.

No Quibble Return Policy

record Diamond Partners can also benefit from our no quibble returns policy on all record products and pre 10.30 deliveries at no additional cost, when needed.



Joint Marketing Activities

As a record Diamond Partner, we will give you 0.5% of your previous year's invoiced sales to help promote and strengthen the partnership between your company and record.

This marketing support can be used to sponsor company events, team building days out or on branded gifts, ideas of which are shown on the following pages, to help you maximise your Diamond Partner Status.

Alternatively, if you have any other suggestions on how best to spend this additional support to promote record and your company, please speak to your Account Manager.



Branded Promotional Gifts Available



Bluetooth Speaker

Power Charger/Bank

Personalised RAL Book

Aluminium Water Bottle



Dual Branded Poloshirts

A4 Zipfolio Folder

Pen/Pencil Set

Geometric Coffee Tumbler



