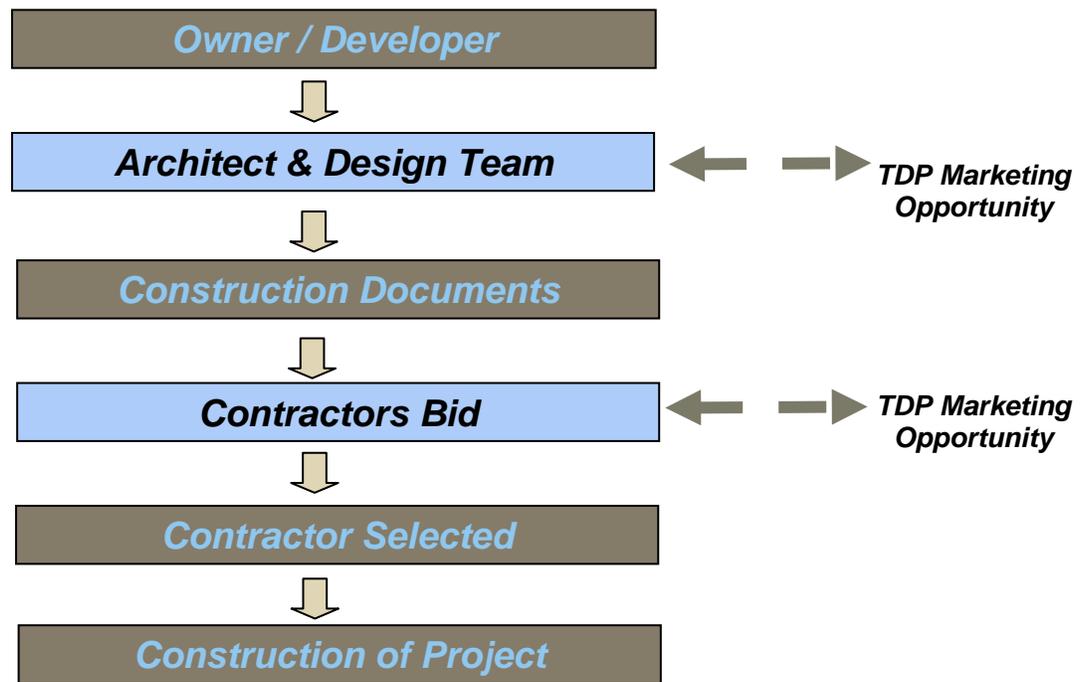


Marketing Tire-Derived Products to Architects and Contractors



Marketing Tools and Strategies

Tool: Sale Representation – Product representatives market materials

Strategy: Research availability, feasibility and costs of utilizing an independent sales representative for tire-derived products (TDPs), considering the following:

- The market/application for the product
- Competing products (non-recycled product vs. the TDP green version)
- Identify Sales Representatives for these classes of products
- Negotiate fee and/or commission structures

Tool: Marketing Materials – Brochures, Cut Sheets, etc.

Strategy: Create Marketing Materials for Architects and Contractors

- Product Cut Sheets, which contain:
 - General Information
 - Applications
 - Performance / Attributes
 - Specifications
- LEED-Specific Product Cut Sheets (in addition to general product Cut Sheet)
 - Identify the applicable LEED Points
 - Calculate and quantify TDP support of LEED points (i.e. pre/post consumer recycled content, regional product, etc.)

Tool: Product Databases and Catalogs

Strategy: Have product listed in appropriate product databases and catalogs

- Identify sustainability or green-related databases/catalogs (see related handouts)
- Understand potential requirements for listing – what information is required