



POLYCOR

HARDSCAPES & MASONRY  
NATURAL STONE

# Authorized Contractor Program

OUTDOOR LIVING SPACES MADE BY NATURE





A mason installing an Indiana Limestone full-bed veneer wall in 1929

## **Success is built on passion.**

Polycor is a North American natural stone quarrier and fabricator. By joining forces with other industry pioneers, we provide our customers with centuries of stone expertise. Our vision is to establish new foundations of global leadership by setting the standard for excellence in sustainable natural stone. Our products are built to last so that future generations can continue to fall in love with natural stone.



SAINT HENRY BLACK™

CALEDONIA™

EASTERN GRAY™

BETHEL WHITE®

INDIANA LESTONE - FULL COLOR BLEND™  
INDIANA LESTONE - FOSSIL BEIGE™

CAROLINA CORAL™

GEORGIA MARBLE™ - PEARL GREY

# Introduction



## **PARTNERSHIP**

Authorized Polycor Contractors are key partners for our company and all of our dealers.



## **LOCAL**

In the natural stone business, the local contractors who educate and help their customers in choosing our high-quality products are a critical component of our sales program and one that should be rewarded.



## **MARKETING SUPPORT**

To increase your sales, improve customer satisfaction, and gain exposure to prospective customers, our marketing team will help support you with distinctive assets and our exclusive lead referral program.



## **POLYCOR FAMILY**

For well over a century, Polycor and its historic quarries have built a reputation as the United States and Canada's building stone for the most iconic landmark. These monumental achievements have been installed by the greatest craftsmen in the world, and Polycor would like to grow that story with Hardscapes & Masonry contractors. The Polycor Authorized Contractor Program will help you develop the tools and resources to expand your business, increase your profits, distinguish your company and help you define yourself as a Polycor Master Craftsman.

# Requirements to Become a Contractor

## COMPANY & MARKETING

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- Must have installed natural stone for a minimum of 5 years
- Provide a valid tax ID
- Provide a minimum 2-year warranty on workmanship
- Have a professional company website
- Sign a Polycor Hardscapes & Masonry marketing agreement
- Provide Polycor with photographs of completed projects

## MANAGEMENT & TRAINING

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- Have a Polycor sales representative review 3 completed projects using Polycor products, to ensure proper installation practices
- Have attended a Polycor contractor education seminar, dealer training session or webinar

# Benefits of Being a Contractor

## MARKETING & TRAINING

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- Lead referrals from our team and our dealers
- Annual Polycor Master Craftsman Awards Program
- On-site training and technical support
- Polycor Hardscapes & Masonry marketing media
- Polycor brochure and technical field binder
- Free sample kits, veneer boards, mockup panels, custom sample requests
- Business strategy and profit-building workshops

## EVENTS

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- Credit on trade show materials
- Annual President's Award Program
- Quarry tour events and continuous training through education seminars

# Lead Referral Program

#1



Homeowner searches for Polycor  
Hardscapes & Masonry

#2



Dealer locator connects to dealer's  
website

#3



Selects dealer location

#4



Homeowner views products at dealer yard

#5



Dealer connects customer with Polycor Authorized Contractor for project

#6



- + Increases your visibility**
- + Provides sales leads**
- + Builds credibility**



# Master Craftsman Awards

The top 20 Authorized Contractors will be selected

## PARTICIPATION

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- Submit project photography using Polycor products  
*\*Entries must be sent to a local Polycor sales representative*
- Accounts must be in good standing with local Polycor dealer
- Must have installed a minimum of 3 Polycor projects in a calendar year
- Multiple entries are permitted
- Entries must be submitted no later than Nov 15<sup>th</sup> of the ongoing year  
*\*Polycor will determine the winning entries no later than Dec 1<sup>st</sup>*

## RESULTS

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- Projects and contestants will be highlighted and advertised on Polycor social media platforms and website as Master Craftsman
- Winning companies will receive a \$1,000 dealer material credit
- Winning companies will receive Polycor Master Craftsman gift package

# Polycor President's Awards

The top 10 Master Craftsmen will be selected

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Polycor will choose the winning companies no later than Dec 1<sup>st</sup> of the ongoing year. Winners will be acknowledged by Polycor on social media, press releases, and showcased on the Polycor website. Winners will receive an invitation, with paid accommodation, to a sunny location! Winning companies to also receive Polycor President's Award gift package.

Beyond the buildings and monuments that Polycor is associated with, the greatest institution we have created is our customer service. Polycor is known in the industry for exemplary customer service and as a leader in technical and marketing resources. Anywhere from answering questions regarding your project, a business consultation, to on-site training and quarry tours; we take pride in educating and growing your business.



# Marketing Assets

## PRINTS

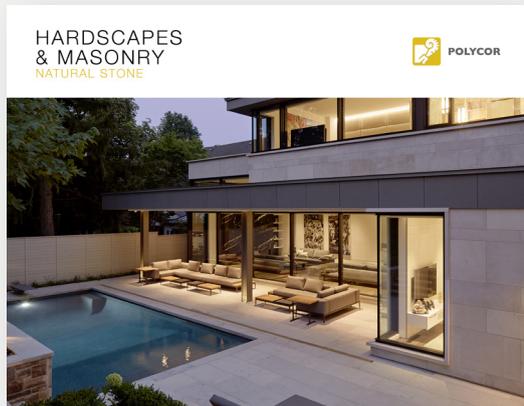
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- Polycor Hardscapes & Masonry brochure
- Field Binder

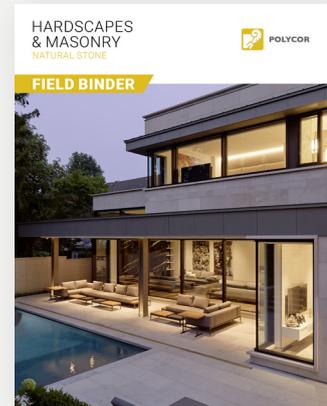
## TECHNICAL RESOURCES

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- Spec sheets
- Test reports
- Architectural support
- Installation support
- On-site training
- How-to installation videos
- Dedicated Hardscapes & Masonry website: [hardscapes.polycor.com](https://hardscapes.polycor.com)



Hardscapes & Masonry Brochure



Field Binder



Polycor Polo



Reusable Water Bottle



Polycor Caps

*\*Actual products may differ (from pictures)*



**POLYCOR**

A **POLYCOR INC.** COMPANY

Polycor Inc. products are natural. Subtle variations in color and texture do occur and are part of what makes natural stone unique and attractive. We cannot guarantee an exact match to any of the photographic images contained in this document. Polycor Inc.'s continuing attention to product improvement requires that product specifications, technical information, and availability are subject to change without notice.

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**hardscapes.polycor.com**

