

## STEELSCAPE WEBSITE & XTRASCAPE®

Steelscape has designed an external website that is simple and easy to use. Realizing how important real time information can be, our website strives to inform and assist everyone who logs onto the site. At [www.steelscape.com](http://www.steelscape.com) customers can learn about everything from the Steelscape company culture to product specifications to current publications.

For information specific to Steelscape's Design Solutions products please utilize [www.steelscapedesignsolutions.com](http://www.steelscapedesignsolutions.com).

Steelscape's website also contains our online transaction system - XtraScape. XtraScape provides a vast amount of data on Steelscape orders, coils, shipments and claims. In addition, customers are able to submit online claims submissions. XtraScape is currently available to all active Steelscape customers. To request access to XtraScape, click on the "Register Now" link on our website at [www.steelscape.com](http://www.steelscape.com). Customers can also request access by contacting their Steelscape Sales Representative.

## CO-OP ADVERTISING POLICY

Steelscape® LLC, in support of partnering with customers, offers financial &/or marketing assistance when customers include reference to Steelscape's trade names &/or corporate brand in a promotional effort.

Steelscape trade names &/or brands include: ZINCALUME®, TruzGuard™, ReziBond®, Spectrascape®, Steelscape Prints®, TruZaics®, TruZinc®, Vintage®, XtraScape®, Design Solutions®

**Details of Steelscape's Co-Op Advertising Policy are listed below:**

- 1.1 Assistance is based on total volume (tons) shipped from Steelscape the previous calendar year.
- 1.2 Assistance has a maximum value of \$5,000 per calendar year with no remaining balance rolled over to the next year.
- 1.3 The co-op funding provided by Steelscape will not exceed the total cost of the approved promotional effort.
- 1.4 All promotional efforts must have an **external** audience focus with the purpose of promoting both brands and the generation of leads.
- 1.5 Promotional efforts supported by this policy may include advertising, special promotions, company brochures, color charts, and meeting sponsorship &/or other efforts as approved in advance by Steelscape.

**To qualify for Co-Op Advertising funding support, the promotional effort MUST meet the following:**

- 1.6 **In all cases, the Steelscape trade name &/or brand must be clearly referred to and properly identified with Steelscape as the owner of the brand &/or producer of the product.** Steelscape will provide proper usage of all brand trade names and logos.
- 1.7 All proposals for co-op funding **MUST** be provided to Steelscape's Marketing Department in writing with the intent of the promotional effort, approximate costs, timing, and proposed usage of the Steelscape trade name &/or brand **PRIOR** to commencement.
- 1.8 Steelscape's Marketing Department **MUST** review and approve the final draft of any promotional effort utilizing a Steelscape trade name &/or brand **PRIOR** to launching the effort in order to ensure proper usage of the trade name, brand, &/or logo.
- 1.9 Once final approval from Steelscape's Marketing Department has been received, proof of the final promotional effort along with the accompanying invoice(s) for the promotional effort **MUST** be sent to Steelscape's Marketing Department. Upon receipt of proof and invoice, a reimbursement check will be issued to the customer for the approved funding amount. **Reimbursement of co-op expenses via third-party vendors, debit/ credit memos and/or short-pays on product sales are NOT permitted.**

For any questions regarding Steelscape's Co-Op Policy please contact your Steelscape Account Manager.