



# Profit<sup>≡</sup>

Growth Program

By  Atkore

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## Program Elements

1. Innovative Products
2. Ease of Doing Business
3. Expanding Expertise
4. Engagement
5. Marketing and Communication

## Program Element 1: Innovative Products

Atkore has eight electrical focus product categories that provide a variety of solutions for every application.

### Metal Framing Fittings

- Full-line of quality fittings designed for seismic bracings, conduit, pipe, and cable tray supports, trolleys, solar framing, walkways, and much more.



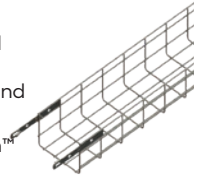
### PVC Fittings

- Cost effective and durable alternatives to traditional systems, are our complete line of couplings, duct spacers, access fittings, cover plates and box covers, and exposed boxes.



### Wire Basket

- Complete line of high strength welded steel wire basket products with a variety of size and load depth options.
- Exclusive Quick-Latch™ system speeds cable tray installation.



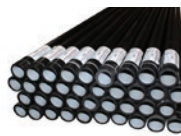
### Metal Fittings

- Full line of quality connectors, fittings, and couplings for wiring applications employing AC and MC cables, EMT, IMC, GRC, flexible metal conduits, liquid tight metallic, and nonmetallic flexible conduits.



### ETL-Verified PVC-Coated Conduit

- PVC coated rigid steel conduit is used for highly corrosive environments
- Ground continuity is maintained throughout the installation.



### ECN - Elbow, Couplings & Nipples

- Full offering of electrical metallic tubing elbows, galvanized rigid steel conduit elbows, nipples, and couplings.



### Fiberglass Conduit and Elbows

- Fiberglass conduit and elbow systems are lightweight, corrosion resistant and easy to install.
- BreathSaver® product is listed to UL 2196 2-Hour Fire test for both vertical and horizontal installations.



### Flexible and Liquidtight Conduit

- From data centers to extreme temperature locations, Liquid-tuff and flexible conduit is used in environments exposed to dirt, dust, moisture, and other corrosive environments.



## Program Element 2: Ease of Doing Business

### CED Custom Co-Load Program

Co-Loading is designed to allow the profit center to bundle multiple product categories onto one shipment out of the Atkore Regional Service Center and making it easier to qualify for freight pre-paid.

The program will benefit Atkore through increased EDI engagement and growth in Focus Categories.

- 7,000 lbs. pre-paid freight minimum\* (2 product categories minimum)

\*For the continental US only

### Additional Discount Opportunities

In addition, if the co-load is 7,000 lbs and contains the following you will receive a 1% discount on the entire order

- At least 1 core category (Steel, PVC, Cable or Strut)
- At least 3 focus categories (listed above in Program Element 1) representing 10% of the order dollar value
- Order is placed via EDI

### CED Bi-Annual Stock Rotation

As part of the Profit Growth Program, Atkore will give the the profit center the ability to submit RMA's bi-annually in a streamlined return process.

- **Profit Center's can return up to 2% of their previous year sales with Atkore**
  - If the PC has zero sales from previous year a minimum base amount will be established
- **Zero re-stock fee if enrolled in the program**
  - Subject to standard return policy
- **2 annual stock rotation returns up to the determined return dollar amount**
  - Must issue an offsetting order (1 for 1) matching the total value and product category of the identified stock rotation items
  - Subject to approval by Atkore

## Program Element 3: Expanding Expertise

### Atkore University

An online university that offers access to interactive training modules on new products, technical product training and videos. Atkore training modules are also available on CED University.



### Field Training Kits

Our Atkore sales teams are ready to set up a training session, breakfast, lunch and learn or evening session for your team or for your key contractors.



### Webinar Series

Atkore offers a full calendar of webinars that you and your team can attend to learn about the latest and greatest new technologies and products.



### Facility Plant Tours

Interested in touring one of our manufacturing plants? Our Atkore sales teams can assist in scheduling a tour for your team or with a customer.



## Program Element 4: Profit Center Engagement

### CED Profit Center Engagement Plan to Include by Size/Opportunity of Profit Center

- Customized CED & Atkore Co-Branded Sign-up form/ Stock Guide by Division (digital and print)
- CED Training Plan (University, Face to Face, Factory)
- Market Development Funds by Division
- CED Quarterly Webinar Series
- CED Quarterly Newsletter
- CED Division Promotion (Stock, Conversion, CED Sales Rep Options)
- Atkore Counter Displays Kit (Quantity to Support Each Division)

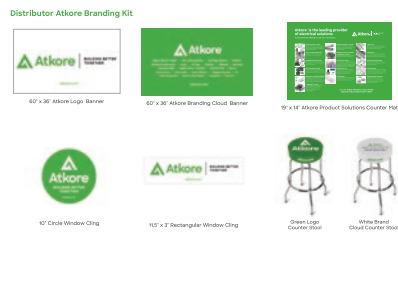
## Program Element 5 Marketing and Communication

### Promotions



1. Promotions

### Counter Merchandising



2. Counter Merchandising

### Demand Generation

- Direct Mail
- Advertising
- Lead Generation
- Scripted Call Program

3. Demand Generation Program

### Tradeshows/Events/Seminars



4. Tradeshows, Events, Seminars

### Atkore Giveaway Items



5. Atkore Giveaways

### CO-Branded Collateral



6. Atkore Co-Branded Collateral

# Customized Program Elements to Grow Your Profit Center's Business with Atkore

The CED Profit Growth Program by Atkore packages customized resources, tools, and capabilities along with new products to focus on key opportunities to accelerate growth.



## Sign Up Today!

Register using this QR Code to sign up your profit center.

Once you sign up, you will receive an email notification of next steps for marketing activities. When placing orders nothing will need to change on your end, the internal Atkore team will monitor if the PO sent qualifies for the program.

Learn more at [atkore.com/pgp](https://atkore.com/pgp)

**Program Sign Up Closes  
September 30, 2024**



