



Thank you for being a valued TyrFil Customer!

Customer IMPACT Program

Carlisle is pleased to introduce our TyrFil Customer IMPACT Program. As part of our commitment to grow your TyrFil business, the following technical and sales support benefits are available to eligible customers.

| TyrFil Customer IMPACT Program | | | | |
|--|---------|----------------|-----------------|----------|
| | Bronze | Silver | Gold | Platinum |
| Qualification – Annualized Sales | < \$30K | \$30K - \$100K | \$100K - \$300K | > \$300K |
| Technical Support | | | | |
| Annual Scheduled Tech Visits | | 1 | 2 | ✓ |
| Unlimited Telephone and Virtual Tech Support | ✓ | ✓ | ✓ | ✓ |
| Discounted Parts | | 10% | 15% | 25% |
| Recycling Technology Equipment Program | | ✓ | ✓ | ✓ |
| Most Valuable Processor (MVP) Program | | ✓ | ✓ | ✓ |
| Sales Support | | | | |
| Jointly Developed Annual Business Plan | | | ✓ | ✓ |
| IMPACT Sales Calls | | | ✓ | ✓ |
| IMPACT Funds 50/50 ** | | \$500 | \$1000 | \$1500 |
| TyrFil University (on-site or online) | | ✓ | ✓ | ✓ |
| Tradeshaw/Open House Support | | ✓ | ✓ | ✓ |
| Promotional Items | Regular | Regular | Premium | Premium |
| Primary Point of Contact | CSR | RM | RM | RM |

NEW
for 2022

TyrFil IMPACT Store

All tiers are eligible to earn points to use towards TyrFil branded merchandise on our new online IMPACT Store. The store will feature premium branded jackets, polos, tumblers from North Face®, Under Armour®, and Yeti®, to name a few, and it will also include hats, t-shirts, backpacks, sweatshirts, and more! Both men and ladies' items are available. Contact your Regional Sales Manager to find out how you can earn points.

Program Details

The program details listed above are valid annually from January 1 through December 31. Tier qualification is based on the previous year's sales. Customers with multiple locations: IMPACT funds and scheduled tech visits are qualified per location.

** IMPACT funds need to be pre-approved by Carlisle TyrFil management and will require proof of cost and performance. These funds can be used on sales and marketing initiatives including but not limited to truck decals, banners, open houses, advertising, and tradeshow expenses. Please request a complete approved list from your Regional Sales Manager.

*** Co-branding opportunities include but are not limited to wheel stickers, posters, advertising, sales flyers, truck decals, and banners. Discuss with your Regional Sales Manager about additional potential co-branding opportunities.

We keep the world rolling.
No flats, smoother ride, more protection.

Carlisle TyrFil
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