

BLANCO

CO-OP GUIDELINES 2026



BLANCO Canada has developed a series of requirements and standards for the CO-OP advertising program to ensure that the funds are used to increase our BLANCO brand in the market.

The purpose of the CO-OP advertising program is to provide BLANCO dealers with financial support for advertising initiatives which will stimulate demand for BLANCO products. The customer CO-OP accrual is to be administered by both BLANCO and the customer, collaboratively.

Any advertising that does not comply with the law or with the terms of this policy document will not be eligible for funding.

CO-OP FUNDS

CO-OP funds are accrued per the individual customer program/rebate and is calculated based on net purchases of **kitchen sinks, faucets and accessories** (net, less credit notes and all discounts) between January 1st and December 31st and is based on current years projected purchases.

PROGRAM DATES:

- All advertising must appear within the calendar year January 1st to December 31st, 2026.
- All claims must be submitted within 45 days of the date of the actual ad placement.
- Final deadline for receipts of claims from the previous year's activities is January 15th, 2027.
- Funds cannot be carried forward into the next year.
- All claims submitted will be held until appropriate CO-OP funds are earned.
- Payment will be in the form of a credit on the account. NO CASH payments will be made.

QUALIFYING REQUIREMENTS:

Proposals and funds must follow the guidelines as described in this document to qualify for the co-op program.

- BLANCO UNIT representation is required (sink, faucet and accessories). Co-op funds will not be available for single product focused ads.
- Co-op will not be issued if the BLANCO Logo is not present – the logo must adhere to all corporate guidelines as outlined in this document.
- Accounts must be in good credit standing to participate.
- All layouts must receive prior approval. See Pre-Approval Process section for further details.
- BLANCO will fund CO-OP claims provided that no other manufacturer(s) name, logo or competing products are shown within the marketing material (unless otherwise approved by BLANCO). This is applicable to digital and traditional marketing materials.

ELIGIBLE CO-OP ACTIVITIES:

The following are eligible CO-OP categories:

- Advertising
 - » Print
 - » Broadcast (television and radio)
 - » Digital and Online
- Tradeshows
- Showroom Displays
- Customer events and training

INELIGIBLE CO-OP ACTIVITIES:

The following items are ineligible for CO-OP advertising claims:

- Advertising print production costs
- Mailing and fulfillment costs
- Talent (demonstration model) costs
- Yellow pages ads
- Website production & hosting
- Creative costs (artwork, layout, etc.)
- Labour for tradeshow booth installation/dismantling
- Travel costs to attend tradeshow

Note: BLANCO reserves the right to modify or reject co-op advertising layouts and/or scripts at any time.

Any CO-OP request for programs not covered by this policy must be made in writing and must be pre-approved by the BLANCO National Sales Manager- Wholesale. *The customer must submit complete details of any such program including media costs, layouts, and all other expenses.*

THE PRE-APPROVAL PROCESS

- All CO-OP claims must receive prior approval from Joe Anile, BLANCO National Sales Manager – Wholesale.
- All ads and other graphic layouts must be submitted electronically.

MEDIA CRITERIA

Pre-approved media templates are available through the Dealer Portal. All advertising must still be sent in for pre-approval prior to production or placement of ad in the media. If you don't currently have access to the dealer portal, please contact your sales representative.

PRINT:

- Media space and time costs only will be paid. Production costs (artwork, typesetting, layout, etc) are not eligible for funding.
- BLANCO must represent a minimum of 50% of the printed piece in order to qualify for reimbursement
- Reimbursement for print ads is 50% of total eligible costs.

CLAIM REQUIREMENTS:

- Magazine/Newspapers: Tear sheet for each ad referencing publication run date.
- Flyers: Include a copy/link to the flyer
- Copy of invoice detailing costs
- Results of the ad:
 - Total number of leads gained from placing the ad
 - Total Reach
 - Cost per lead

BROADCAST:

- Includes both radio and television
- BLANCO brand mentions:
 - » :15 second spot must mention BLANCO at minimum once.
 - » :30 second spot must mention BLANCO at minimum twice.
 - » :60 second spot must mention BLANCO at minimum four times.
- Television ads carry the same requirement as listed above in addition to an image of a BLANCO UNIT (sink, faucet and accessories) proportionate in duration to the length of the ad.
- Reimbursement for Broadcast ads is 50% of total eligible costs.

CLAIM REQUIREMENTS:

- Copy of script and link to Broadcast Media
- Media invoice showing airtime cost.
- A signed proof of performance affidavit from the radio or TV station.
- Audience size, potential and expected reach, channel, air timing, frequency and duration period of spot are also required.
- Results of the advertisement:
 - Total number of leads
 - Reach
 - Cost per lead

DIGITAL ADVERTISING:

All digital media campaigns listed below qualify for 50% reimbursement.

DIGITAL AND ONLINE ADVERTISING (ACROSS ALL WEB-BASED SYSTEMS AND APPS)

- Videos
- Articles
- Still images
- SEO/SEM Programs

CLAIM REQUIREMENTS:

- Copy or screen shot of the web ad
- Results:
 - Performance report/invoice detailing PPC/CPM
 - Number of impressions during advertised period

TRADESHOWS

CO-OP funds can be used to cover 100% of tradeshow space when exhibit space is solely for displaying BLANCO product. The BLANCO logo must be clearly visible, and product must be displayed in BLANCO displays. CO-OP funds may also be used to cover costs of displays and signage required for tradeshow.

CLAIM REQUIREMENTS:

- A summary of the event including but not limited to:
 - » Number of attendees
 - » Number of leads/customer appointments generated at the show
 - » Invoice for the event detailing the costs and the date of the event
 - » Supporting photos
 - » List of products being displayed
 - » Any show promotions? If so, details on the promotion.

SHOWROOM DISPLAYS

CO-OP funds can be used to replace showroom countertops in order to update BLANCO sink offering and/or replace competitor's product. CO-OP funds can also be used to create BLANCO feature areas in showrooms, which are designed to solely display BLANCO product. 100% of eligible submitted claims will be covered.

Items covered to create these areas may include:

- Cabinetry/Countertop
- Custom posters/additional signage.
- All showroom claims must be pre-approved by BLANCO.

CLAIM REQUIREMENTS:

- Copy of Purchase order
- Detailed Costing breakdown
- Before and After Pictures

CUSTOMER EVENTS & TRAINING

CO-OP funds can be used towards the following customer events. The percentage of CO-OP support will be determined once event details have been reviewed:

- Lunch and Learns
- Customer Showroom Events
- Customer Special Events (preapproval required)

CLAIM REQUIREMENTS:

- Number of attendees
- Number of leads/customer appointments generated at the show
- Invoice for the event detailing the costs and the date of the event
- Supporting photos
- List of products being displayed/featured
- Any show/event promotions? If so, details on the promotion

REIMBURSEMENT PROCEDURE

All claims must be sent directly to BLANCO.

Joe Anile, National Sales Manager - Wholesale
joe.anile@blanco.com

- Upon review and approval of the co-op claim, a credit note will be issued on your account.
- Claims may not be deducted from payments or remittances.

There is a minimum claim amount of \$100 per claim. Claims may be accumulated to achieve the \$100 minimum, before submitting to BLANCO.

All claims must be submitted no later than January 15th, 2027 for processing. Claims received after this date will not be eligible for a credit.

PROPER USE OF BLANCO LOGO

The brand BLANCO is the registered trademark of BLANCO GmbH + Co KG and may be used only by the company and its division, subsidiaries and exclusive distributors that are expressly authorized to do so by trademark licensing agreement, for the purposes of identifying its products, services, advertising and printed business matters.

Pantone Reflex Blue or CMYK (100,80,00,00)

The word "BLANCO" in a bold, blue, sans-serif typeface.

The BLANCO logo is also permitted in the special metallic silver colour if the intention is to create the impression of particularly high quality. Pantone 877 or CYMK (46,38,36,04)

If it is not possible to print in colour or no colour is to be used, the logo can appear as positive black on a white background or reversed white on a black background.

The word "BLANCO" in a bold, black, sans-serif typeface.The word "BLANCO" in a bold, white, sans-serif typeface, centered within a solid black rectangular background.

UNACCEPTABLE USAGES OF THE BLANCO LOGO

The following examples are unacceptable usages of the BLANCO brand logo.

Four examples of unacceptable logo usage: 1. "BLANCO" in a stylized, italicized, outlined font. 2. "BLANCO" in a bold, black, sans-serif font with a heavy drop shadow. 3. "BLANCO" in a bold, black, sans-serif font with a thin white outline. 4. "BLANCO" in a bold, italicized, black, sans-serif font.