

**“The More You Buy,  
the More You Save”  
Spring Sales Event**

**Featuring Shaw’s  
Caress Collection**

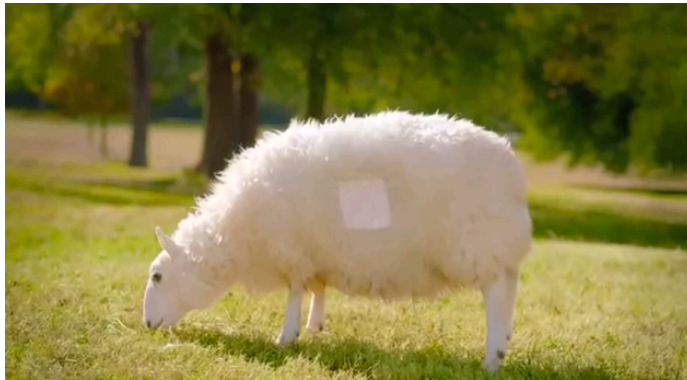
Buying Flooring can be intimidating!  
This is her home. This is a big investment.

You can help by offering up to \$500 off her  
purchase thanks to the “More You Buy, the More  
You Save” Sales Event!



# Here's how it works:

Shaw's national advertising features the Caress Collection and prompts her to go online to download the coupon.



Online, she'll find the coupon and the parameters of the coupon:

**SAVE UP TO \$500**

**\$100**  
50 sq yds carpet

**\$300**  
100 sq yds carpet

**\$500**  
200 sq yds carpet

APRIL 11 - JUNE 3, 2013

▶ GET COUPON

## Offer Parameters:

- Depending on how much the consumer purchases, you can offer them a \$100, \$300 or \$500 coupon
- Consumer must purchase a minimum yardage or square foot of a qualifying style
- Offer and pricing is based on material only
- Installation, pad/underlayment, trim pieces, etc., are additional and are at the sole discretion of the retailer

# Qualifying Styles: More than just the Caress Collection

## Pricing minimums to qualify:

Carpet \$7.92 sq yard

Resilient \$6.19 sq yard

Tile and stone \$ 1.79 sq ft

Laminate \$1.59 sq ft

Resilient Plank and tile \$1.49 sq ft

Hardwood \$3.49 sq ft

Area Rugs \$599 = \$100 coupon

\$999 = \$200 coupon

\$1699 = \$500 coupon

# Minimum Purchase Quantities

**\$100 coupon** = 50 square yards of carpet, 500 sq. ft. of hard surface, and \$599 minimum retail price for area rugs

**\$300 coupon** = 100 square yards carpet, 1000 sq. ft. of hard surface, and \$899 minimum retail price for area rugs

**\$500 coupon** = 200 square yards of carpet, 2000 sq. ft. of hard surface, and \$1699 for area rugs

# RSA's Earn More When The Consumers Save More



\$100 coupon earns the RSA

1000 bonus points

\$300 coupon earns the RSA

3000 bonus points

\$500 coupon earns the RSA

5000 bonus points

Points are earned when the coupon is claimed through Shaw Floors, and the RSA's name as it appears in ShawCTS is listed on the form. These additional points will be issued weekly on ShawCTS throughout the sale.



## So Retail Sales Associates can earn points for coupons... how else can we earn?

- In addition to coupons, the Caress collection will earn triple points per yard during the promotion
- All Anso Nylon products will earn an additional 5 points per square yard
- Epic products will earn an additional 2 pts per square foot
- Plus, you can earn 500 points for completing the quiz for this content

## About Caress:

You should have all the tools you need to sell the Caress collection in your store, including:

- The closing kit
- The consumer brochure
- The vacuum brochure

Plus, check out more Caress Training on ShawCTS. Please be sure to review this information as soon as possible.