



# FACT SHEET

## PROGRAM BENEFITS



- Pro-X means Professional Experience! Pro-X Certified Contractors are exclusively chosen applicators to protect the performance of NeverFade® with Kynar Aquatec® exterior coating system in the field.
- Pro-X Certified Contractors are supported under NeverFade's unprecedented 15 year warranty against fading, which includes replacement of product and labor costs.
- Certification builds brand positioning for organizations by effectively communicating to the market high quality and value-added services.
- APV offers marketing resources and tools to all Pro-X Certified Contractors in a customized, co-branded approach.
- APV utilizes social media networks to drive traffic to a Pro-X Contractor's website to support SEO. Pro-X Contractors can be highlighted on APV's online Mediaroom, Facebook, Twitter, and Linked In networks.
- Upon being certified, our public relations team drafts and publishes a free press release announcing the Pro-X Contractor's certification, positively outlining the organization's services and core attributes, as well as company contact information. The press release is distributed to a broad list of targeted media contacts.
- Pro-X Certified Contractors have full usage of the certification logo to place on websites, print materials, and other marketing associated media.
- Pro-X Certified Contractors are provided with a NeverFade sales tool kit that contains essential information to sell the product.
- Contractors are periodically awarded free merchandise and promotional material for exceptional work and growth in sales.
- APV offers technical assistance and on-site training through the engineering and sales teams.
- Certification and related Pro-X Certified Contractor benefits are free of charge!