



Call now on 1300 658 961
or visit us at www.teampoly.com.au

September 2008 Team Poly Telegraph

Hills Water TEAM POLY
Water Solutions for Life Water Solutions For Life.

Spring time Cash back

Save water and cash this spring when you purchase a Hills Water or Team Poly rainwater tank — between 1 Sept to 30 Nov 2008.

\$100 Cashback*
Slimline 2500L (corrugated or flat sided), round 3000L, 5000L (QLD only), 5400L, 9000L tall or squat.

\$150 Cashback*
round 22000L (5000G) tall or squat.

\$200 Cashback*
round 36400L / 40950L round 45500L / 50050L (Not available in WA)

Available at water tank specialists, hardware and rural stores and garden centres

RAINWATER TANKS • PUMPS • SEPTIC TANKS • CARTAGE TANKS • TROUGHS
Call 1300 658 961 Visit www.hillswater.com.au or www.teampoly.com.au

*Terms & Conditions apply, visit www.teampoly.com.au for details. Legible copy of receipt for full amount of Hills Water or Team Poly purchase. See brochure within promotional period must be provided. \$0 Cash Back award must be received by Thursday, 30th December 2008.

Welcome to Spring 2008! Finally the blossoms are coming out and you can feel the temperature moving above sub-zero in the early mornings. The new season brings with it the Spring Time Cash Back promotion for Hills Water and Team Poly.

During Sept, Oct and Nov 2008, Hills Water / Team Poly will be running a promotional event called 'Spring Time Cash Back'.

This promotion is targeting consumers and aims to motivate them to consider purchasing a Hills Water / Team Poly rainwater tank from your retail outlet. The promotional event will be heavily advertised during Sept, Oct and Nov in newspaper publications in rural & urban areas, while also promoting at Field Day and Expo events during this period.

As a Hills Water / Team Poly sales agent, we encourage you to be a part of this promotion, and display the promotional 'Posters' and 'Claim Forms' that have been mailed to your business address in early Sept 08.

This promotional event promises to be one of the largest water tank category promotions in many years and can contribute sales to your business, while Hills Water / Team Poly administer all the mechanics of consumers making claims for cash back, once they have purchased a Hills Water / Team Poly water tank from your store.

If you have any queries about the promotion please contact the Hills Water / Team Poly customer service team on 1300 658 961

We wish you every success with the promotion and your business during 2008.
(Story continues page 2)

ABOVE: Marketing visibility material being used in the Hills Water / Team Poly Spring Time Cash Back promotion includes A2 posters, Claim Forms, Promotional Cover Catalogue Inserts in Rural Papers and Advertising in key Rural and Urban publications during Sept, Oct and November 2008.



Team Poly Telegraph



....continued from page 1

Spring Time Cash Back products on promotion to consumers include;

Litres	RRP (including GST)	Cash Back \$'s
2,500L (Corrugated & Flat sided)	\$1,499	\$100
3,000L	\$899	\$100
5,000L (QLD only)	\$999	\$100
5,400L	\$1,289	\$100
9,000L (Tall & Squat)	\$1,959	\$100
22,000L (Tall & Squat)	\$2,999	\$150
36,400L / 40,950L	\$4,899	\$200
45,500L / 50,050L	\$6,139	\$200

ABOVE: Team Poly / Hills Water rainwater tanks on promotion and cash back dollar amounts applicable during the promotional period.

Media publications where the promotion will be advertised include RURAL PRESS: QLD Country Life, NSW The Land, VIC Stock & Land, SA Stock Journal and WA Farm Weekly and the National Weekly Times. URBAN MEDIA will include BRISBANE Sunday Mail, SYDNEY Sunday Telegraph, MELBOURNE Sunday Herald Sun and ADELAIDE Sunday Mail – TV Guides in all metro papers.



ABOVE: MEDIA publications (newspapers) cover pages where the Spring Time Cash Back promotion will be promoted with advertising executions.

Promotional support material to ensure this event has high visibility in your store is as follows;



LEFT and ABOVE: Advertising executions artwork (left) including a cut out claim form the consumer can fill out and send in and (above) highlight and reminder advertisement directing consumers to website for more information.



LEFT: A2 poster sent to all Hills Water / Team Poly sales agents and will be displayed as promotion events in Sept and Oct 2008

RIGHT: Claim Form pads send to all Hills Water/Team Poly sales agents to make available to consumers on purchase of Hills Water/Team Poly tank - also available to download from www.teampoly.com.au



LEFT: The NEW team poly website www.teampoly.com.au will feature the Spring Time Cash Back promotion on the home page during Sept, Oct and Nov 2008. Below the feature advertisement on the website are buttons to click and download, Spring Time Cash Back Catalogue, Claim Forms and Terms and Conditions statement.

ABOVE: A NEW Hills Water/Team Poly product catalogue featuring the Spring Time Cash Back promotion on the 'Front & Rear Covers' will be inserted into RURAL newspapers during the promotion.

New TRADE section on www.teampoly.com.au is now up and running. This is a special, restricted access area now available on the Team Poly website for Team Poly 'Sales Agents Only'. If you are not a member, simply go to www.teampoly.com.au, click on the 'Trade' word across the horizontal menu bar at the top of screen and complete the 'Want to become a member?' form, then click 'Submit'. We will be able to verify your account details and send your exclusive password to gain access to the TRADE section, to your email address.

The TRADE section has a number of useful areas to explore and items to download that will enable successful retailing of Team Poly rainwater tanks and related products. These areas include;

Sales & Promotions

- Details on sales agent specific wholesale promotional offers

Product & Delivery

- Information & downloadable tools including Team Poly product catalogue, Recommended retail prices (sales agents only), Product Delivery Guide, Product Order Forms, Property Delivery Check List Forms and Product Technical Data Sheets

Team Poly Telegraph

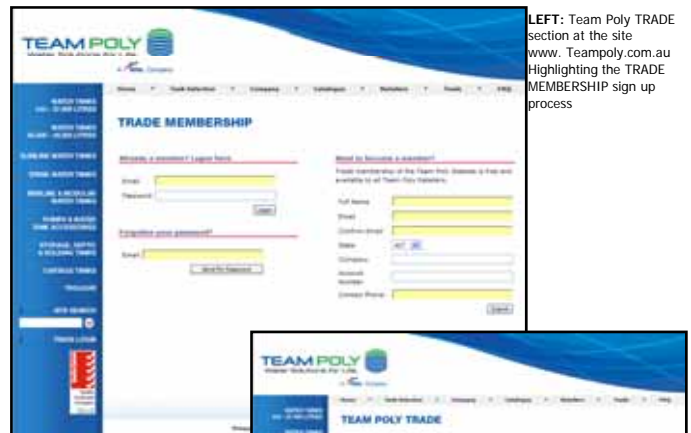
- Copies of the Team Poly Telegraph (current and back issues)

Advertising

- Team Poly Consumer Advertising executions by month, Team Poly Media Kit branding guidelines, Team Poly logo downloads, Team Poly product image library (downloadable images of Team Poly products) Design a Team Poly Ad' section

Your Feedback

- A section where you can send Team Poly any feedback whether it be business to business comments, feedback or suggestions on customer service or ideas and content for the Team Poly website and/or Team Poly Telegraph



LEFT: Team Poly TRADE section at the site www.Teampoly.com.au Highlighting the TRADE MEMBERSHIP sign up process



RIGHT: Team Poly TRADE section MENU of options. Many tools available, including downloadable business to business operation forms.

Lead times for product orders are at exceptional levels in Spring 2008. With Team Poly production facilities in QLD Toowoomba, NSW Bathurst, VIC Ballarat and SA Lonsdale, your product order will be manufactured and delivered in a very short period of time.

Talk to Team Poly to confirm your express delivery today on **1300 658 961**.

Feed back you have on the Team Poly Telegraph, or would like to suggest any future content please email us at sales@teampoly.com.au

Talk to Team Poly NOW about Express Deliveries on 1300 658 961

