

POSTSAVER®

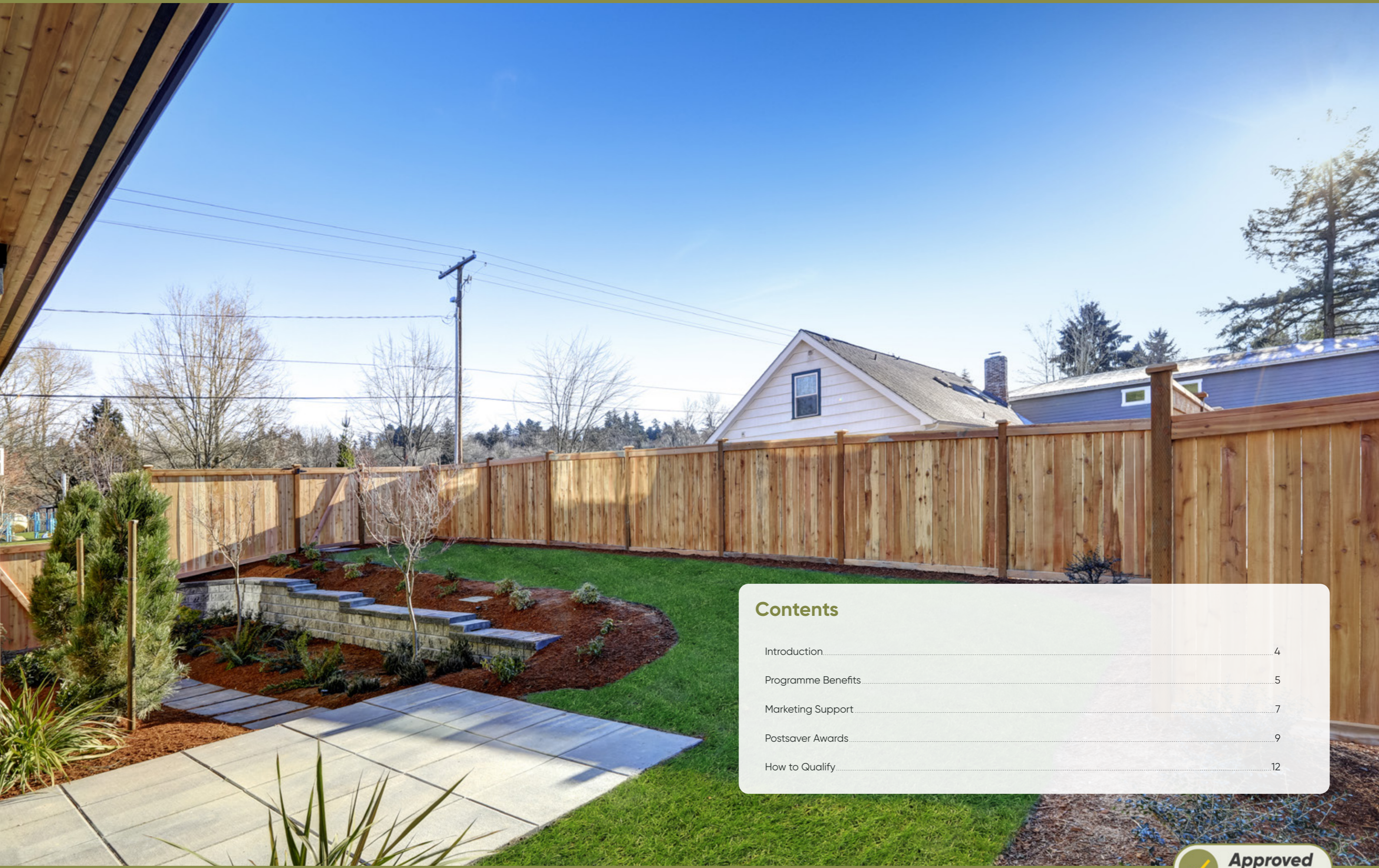


 **Approved
Installer**

Handbook

Join the Postsaver brand today

Proven Since 1994
★ 20 YEAR ★
Guarantee



Contents

Introduction.....	4
Programme Benefits.....	5
Marketing Support.....	7
Postsaver Awards.....	9
How to Qualify.....	12



Introduction

Welcome to the Postsaver Approved Installers Programme. Our programme seeks to support you as the best fencing and landscaping contractors with guaranteed longlife fencing products and regular hands-on marketing support. Our aim is to provide you with the products you need to complete quality installations. As an Approved Installer you will gain access to a host of benefits.

The key aims of the programme are to ensure that customers receive the highest quality installations of all Postsaver products through a positive and quality representation of the Postsaver brand. By becoming a Postsaver Approved Installer, you will become part of an internationally recognised family brand, with over 25 years of experience in prolonging the life of timber products in ground contact.

What is a Postsaver Approved Installer?

Postsaver Approved Installers are accredited individuals or companies that have been approved to install Postsaver products to the highest possible standard. Once accredited, a fencing installer can enjoy a range of exclusive benefits including increased business visibility, access to marketing support, exclusive discounts and more. An Approved Installer aims to represent the Postsaver brand through delivering a consistently high standard of application of Postsaver products.



Programme Benefits

Find out how we can support your business with our range of exclusive benefits for Approved Installers





Increase Your Business Visibility

Exclusive to Approved Installers

- ✓ Listing on our highly-advertised Approved Installers map
- ✓ Your content shared across our social channels
- ✓ Pre-made social media content for you to post



Product Discounts

Exclusive to Approved Installers

- ✓ Monthly discount offers on tools & accessories
- ✓ Make the most of exclusive product discounts
- ✓ Get a £100 highstreet voucher for every £1000 spent with us direct



Boost Your Reputation

Exclusive to Approved Installers

- ✓ Free van stickers
- ✓ Guarantee certificates for customers
- ✓ Use the Postsaver Approved Installers branding across your website and marketing



Annual Competitions

Exclusive to Approved Installers, prizes include

- ✓ Weekend away in the UK for two
- ✓ £500 gift voucher
- ✓ £100 Greggs voucher



Marketing Support

We're on hand to assist you and your business with selling Postsaver products





On Hand Support

We're always here to help. On approval, a Postsaver representative will create your upgraded map listing for you. This gives you another level of visibility to our customers.

Asset Download Centre

You will be given access to our digital library of images, videos, logos and promotional material for use across your website and social media pages as you wish.



Digital Logo

We'll provide you with a Postsaver Approved Installers logo which you can use across any social media, web pages or digital marketing.



Vinyl Vehicle Sticker

As standard we send newly Approved Installers a vinyl vehicle sticker to show your accreditation.



Certificate of Guarantee

This is available to download, but we will also send you physical copies. The certificate can be filled out and given to your customer to certify our post replacement guarantee.

Customer Information Pack

As standard we issue newly Approved Installers with customer information packs containing key product information, promotional leaflets and certificates of guarantee. Additional packs are available on request, free of charge, to any Approved Installer.



Postsaver Awards

We want to recognise and reward your hard work. Find out more about our exclusive Approved Installer annual competition.



Annual Competition – Contractor of the Year

Our annual competition is designed to showcase and celebrate the very best the industry has to offer. That's why we're giving away three sets of prizes as well as a host of other benefits, all of which are exclusive to our Approved Installers.

How to enter:

We want you to see your best project of the year. Content and supporting material needs to be emailed to henry.george@postsaver.co.uk by June 1st 2024. Our panel of judges will be working hard to make a decision on the best work, with the winner announced on the 15th June.

What are the judges looking for:

We want to know everything about your projects, ranging from photos and videos to a written description on the work you carried out, the client requirements, why you chose to enter that particular job and any challenges you had to overcome. All entries must use Postsaver products. Entries will be judged on aesthetics, quality of workmanship, and meeting the criteria of the client. Supporting factors such as positive customer reviews and feedback will also be taken into account, as well as standout projects that are different to your every day work.

When to enter:

You can enter any time of the year before 1st June. We'll issue monthly reminders so you don't forget.



What prizes are up for grabs:

We want to reward you for your hard work and we think this deserves some serious prizes.

1st Prize: A weekend away for two – a two night stay in an exclusive UK location

2nd Prize: A £500 high street gift voucher

3rd Prize: A £100 Greggs voucher



1st Prize: A weekend away for two – a two night stay in an exclusive UK location



2nd Prize: A £500 high street voucher



3rd Prize: A £100 Greggs voucher

On top of this, 1st prize will receive a period of paid promotion across social media for their business, as well as a case study and an exclusive listing on our installers map as contractor of the year.



How to Qualify

Find out what you need to do to become an accredited Postsaver Approved Installer

Qualification Requirements:

Approved Installers must meet the qualification requirements and maintain these during their valid status as an Approved Installer. These are as follows:

A Postsaver approved installer must carry out the installation of Postsaver long-life fencing products to the highest standard, subject to the correct product specifications, and ensure that the Postsaver brand is represented and promoted correctly. Once accredited, a fencing, landscape or construction contractor will be entitled to promote themselves or their business as a Postsaver Approved Installer. In order to qualify you must meet the criteria stated below:

- Mandatory use of UC4 posts to meet Postsaver guarantee requirements
- Regular tagging of Postsaver in all social media posts featuring Postsaver products
- Maintain the perfect post rot protector application as per guidance
- Install all Postsaver products subject to individual product specification
- Comply with all requirements, obligations and rules of the Postsaver Approved Installers Programme

Application and Assessment:

All applications to the Approved Installers programme must be submitted to henry.george@postsaver.co.uk. To begin your application process, fill out the form at: www.postsaver.com/approved-installer/ and we'll be in touch. Information on what do to next will be made available. We will also need the following evidence from you to complete your application:



ONE individual videos of Postsaver post rot protectors being applied correctly



ONE individual photos of posts at the ground line with post rot protectors installed

Approval time:

All applications will be reviewed within 3 working days. If successful, we'll be in touch via email, and we will then begin the final stages of your accreditation.

If you are unsuccessful we will let you know. If this is due to poor application, we will provide you with feedback as well as appropriate resources, or in some circumstances virtual training, to assist a reapplication.



What are we looking for?



Black Rings of Confidence

The videos must clearly show a small amount of the bituminous liner coming out of the top and bottom of the sleeve.



Tight and Even Fit

An evenly shrunk Pro-Sleeve on all sides of the post.



No Holes

There must be no burning through of the sleeve, any holes immediately invalidate the post rot protector guarantee.



Installed Correctly

The photos of an installed post must show the post installed at the correct depth, with no soil or post mix covering the top section of the sleeve.



Roll Square Posts

If you're installing square posts, you must roll each side.

What we expect of our Approved Installers

As an Approved Installer you will become part of the Postsaver brand, an internationally recognised family brand with over 25 years' experience in prolonging timber lifespan in ground contact. As an Approved Installer we have a number of requirements and expectations of you which are listed below. You are required to meet these at all times.

Representing the Postsaver Brand

The Approved Installers programme requires all contractors to represent the Postsaver brand in a positive and professional manner, providing high quality products and services as an extension of Postsaver.

Offer Post Rot Protectors as a Standard Option

All contractors must offer Postsaver Pro-Sleeves as a standard option to customers when installing any timber posts. To support your offering, we will provide you with the appropriate marketing materials.

Social Media

Regular sharing and tagging of social media content featuring Postsaver products. Where appropriate we will re-publish this content via our own channels.

The Perfect Application

Maintain the perfect Pro-Sleeve application at all times as per the qualification criteria and Postsaver guarantee.

Follow the Programme Guidelines

Comply with all requirements, obligations and rules of the Postsaver Approved installers programme as per the terms and conditions.

Always Use UC4 Posts

Mandatory use of UC4 posts when applying Postsaver Pro-Sleeves. This is a mandatory requirement which validates the Postsaver post replacement guarantee.

Need Help?

Contact Henry George
henry.george@postsaver.co.uk
01452 922229

www.postsaver.com

POSTSAVER®

