

PROTECTION**PRO**[®]
BY MADICO



MARKETING CATALOG

PROTECTIONPRO®

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The following pages showcase a variety of ProtectionPro® brand promotional assets that will help you elevate your marketing efforts to new levels of success! Several of the items featured are physically inventoried (English language only) and readily available to order/purchase. Other items are provided in digital format and are accessible via download on our Brand Hub. All native design files are included so dealers and distributors can conveniently expedite language translation and production processes in their respective countries.

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CP4049 - ProtectionPro Video Player

The ProtectionPro mini video player measures 8.25" x 6", includes a USB charger cord, a built-in counter stand, as well as two shelf clips (channel hardware) that provide various ways to attach to almost any retail shelving. The 2-minute video loop is already pre-loaded. Customers just push the play button to watch the video.



Marketing Starter Kit (CP-MKTG-LITE and CP-MKTG-EXP)

The Marketing Starter Kit comes with a variety of branded point of sale pieces which can be used to promote ProtectionPro in your store. The marketing Kit includes the following items:

- One 6.75" x 7" Ultra2 Counter Display (with Infinity Series on reverse)
- Five Ultra2 Phone Wobblers (can be adhered to actual or mock phones)
- Two Sets of Device Specific Shelf Hangers (with English on one side and Spanish on reverse)

The Marketing Kit can be added free of charge to any Lite or Express Starter Kit order so you can start promoting ProtectionPro in all your retail and repair shop locations.



2021 Holiday Social Media Collection

Amp up your social media presence by posting ProtectionPro holiday themed image and story content. The reference guide is an organized catalog illustrating the image and story assets included. The contents are archived chronologically according to the calendar year of commonly recognized U.S. holidays.

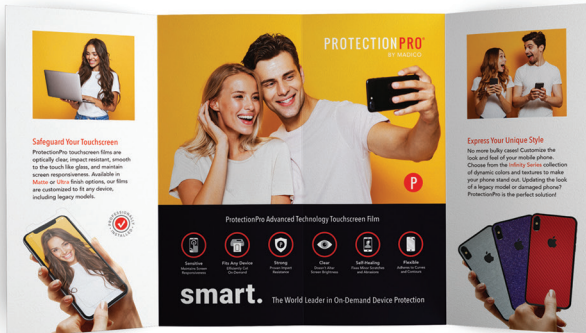
Images and animations are designed for Facebook and Instagram applications. If your sales efforts include blog and newsletter posting, these assets may also work for that purpose as well.

The collection is readily available for download on the Brand Hub.



Touchscreen Protection Trifold Brochure

This consumer trifold brochure explains the benefits of ProtectionPro screen protection and highlights comparison data for Ultra2, Ultra Matte and Microbe-X film options. This is an ideal promotional piece for use in retail and repair shops at your service counter. Design files are available on the Brand Hub. Folded brochure measures 3.68" x 8.5".



CP4032 - All Smiles Gatefold Consumer Brochure

This ProtectionPro gatefold brochure is bright, bold and infused with lots of personality. Clearly defined product features are complimented by cheerful imagery that will give consumers something to really smile about! Great for counter displays. Folded brochure measures 4" x 8.5".



CP4034 – Tech Stripes Trifold Consumer Brochure

Strong graphic elements in ProtectionPro brand colors frame lifestyle images featuring varied product applications. This stylish trifold brochure makes a great impression! Folded brochure size measures 4" x 9".



CP4035 - *Work Life* Consumer Bifold Brochure

With images celebrating modern work collaboration, this brochure serves as a great companion piece to the matching banner stand design (page 17) and is perfect for counter displays and handouts. Folded brochure measures 6" x 9".



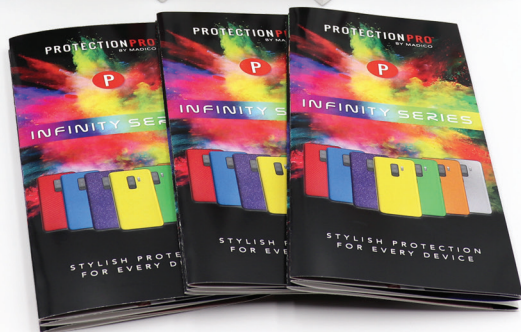
CP4045 - Infinity Series Swatch Fan

This dynamic sales tool makes the selection process easy! Infinity films are applied to each page and are tabbed by collection. Customers can readily see and feel the colors and textures available. The screw post binding allows retailers or distributors the ability to customize the swatch fan to reflect their inventory. Swatch fan measures 3.25" x 9". Cover and blank pages are also available to purchase for retailers to install the films on pages and customize their swatch booklet.



CP1075 - Infinity Series Consumer Booklet Brochure

Show customers all of the amazing ways they can customize their mobile phone. This 8-page brochure showcases the many options available in the Infinity Series Collection. ProtectionPro's touchscreen protection options also are highlighted. Folded brochure measures 4" x 9".



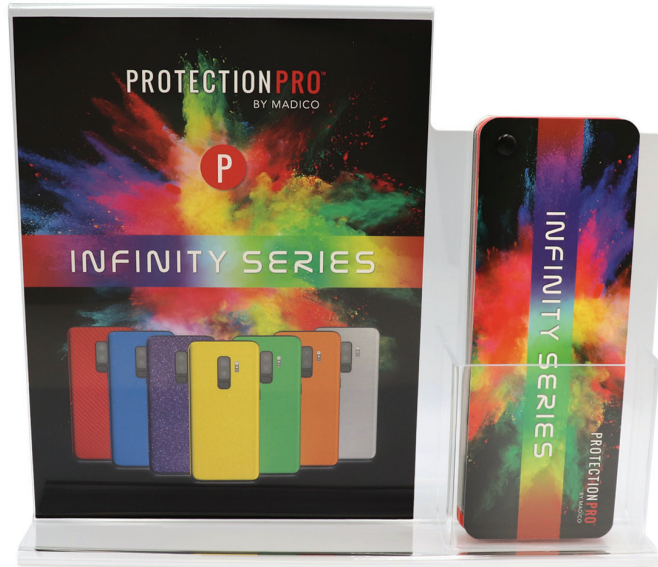
CP1075 - Infinity Series Consumer Accordion Fold Brochure

This promotional brochure will help introduce customers to the wide selection of colors and textures offered in the Infinity Series Collection. Information about Matte and Ultra touchscreen protection also is included. Folded brochure measures 4" x 9".



CP4026 - PP Shelf Card (Screen Protection) CP4027 - PP Shelf Card (Body Protection)

These sturdy shelf hanger cards can be placed near other cell phone and tablet accessories on a retailer's shelves to show consumers that ProtectionPro is available for their device. Designs are available for easy translation into different languages.



CP4042 - Infinity Series 8.5" x 11" POP

Great for use as countertop point of purchase display, this Infinity Series promotional graphic will get your buyers' attention and serves as a great companion piece to our ProtectionPro brochures and swatch fan selection tool.

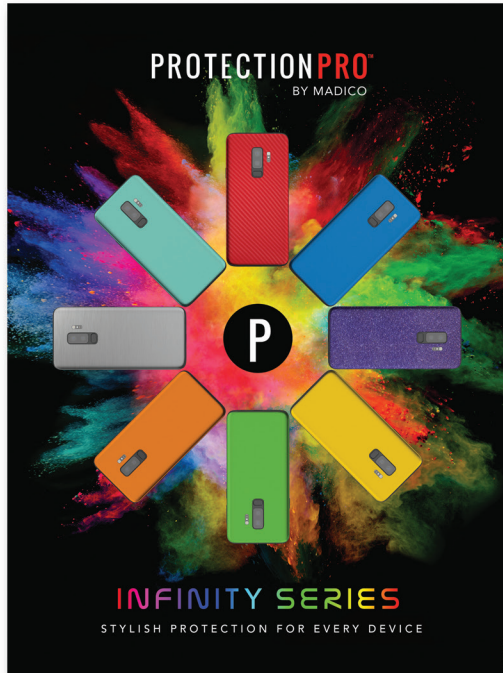
AR2-8511 Acrylic fixture may be purchased at www.braesidedisplays.com



CP4048 - Infinity Series Custom POP

Featuring a polished ProtectionPro® branded base, this acrylic signage fixture holds a 17" x 11" Infinity Series graphic that will engage buyers with its brilliantly colored product presentation. Use as a countertop and point of purchase display.

Additional graphic design available on the Brand Hub.



CP4046 - Infinity Series Wall Poster

Introduce customers to ProtectionPro film products with this high-impact in-store promotional graphic. Measuring 18" x 24", the Infinity Series wall poster is an attractive presentation that illustrates a nice sampling of color and texture options.



ProtectionPro Poster Series

These wall posters can be placed in a retail or repair location on entry doors or other high-visibility areas to advertise ProtectionPro film products. The series features Ultra2, Ultra Matte and Microbe-X screen protection film as well as Ultra Protect screen repair guarantee coverage. The poster files come in a two sizes, 18" x 24" and 24" x 36", and the art files are available for download on Brand Hub for customizing and translating in a variety of languages.



CP4028 - ProtectionPro Wall Poster

This 11" x 17" wall poster can be placed near a ProtectionPro kiosk, in stores, on entry doors or other high-visibility areas to advertise ProtectionPro film products.



Counter Displays

Featuring a polished ProtectionPro branded base, this acrylic signage fixture holds a 17" x 11" Ultra2 or Microbe-X graphic that will engage buyers with its brilliantly colored product presentation. Use at the retail counter as a point of purchase display. Additional graphic designs available on the Brand Hub.



2" Phone Wobblers

Phone wobblers are a great addition to devices in-store that are protected with ProtectionPro. Actual phones or dummy phones can be used in store with the wobblers adhered to the phone to designate which type of protection is being featured. The art files can be customized and translated in a variety of languages and are available for download on the Brand Hub.



CP4021 - Sew-On Patch

Customize any shirt, bag or hat with this sew-on embroidered patch. Patch size is 3.5" x 1.25".



Sew-On



CP4030 – Tri-Rama Sign

Draw attention to ProtectionPro with this large hanging sign. Each panel is 20" x 11". Simple to assemble and hang. Includes hardware and adjustable hanging string and hook. Additional design available on the Brand Hub.



Floor Banner Stand Signage

Large, eye-catching displays attract consumer attention and these pop-up floor banner stands will certainly accomplish that. Banners are approximately 30" wide by 6'5" tall. Download the graphic files from our Brand Hub and send to your local sign company for production. Artwork can be translated to any language and sizing adjusted to fit hardware fixture.



T-Shirt Designs

Outfit your installers and salespeople with high impact ProtectionPro apparel. These T-shirt designs are available for download so all you need to do is submit your design selection to the screen printer of your choice and have them produced. Multiple designs are available.



Window Decals

Another great way to let your customers know about ProtectionPro is to display signage on your entry doors and windows. We offer several window decal designs that can be translated into other languages. Approximate size is 18" x 11".



Customizable Certificates

Training your employees to install ProtectionPro? You can hand out these customizable certificates of completion. Available in US letter and A4 sizes, these are downloadable fill-in PDF files so all you have to do is add the name and print. The Adobe Illustrator art file is also available if you need to translate it into another language or add a store logo.

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