



Tarkett® Elite™
2010 RETAILER PROGRAM



THE ULTIMATE
FLOORING EXPERIENCE



Tarkett®. The ultimate flooring experience.

At Tarkett, everything we do focuses on delivering outstanding everyday performance. Our commitment to our customers is no exception. With that in mind, **we're proud to introduce yet another high-performance attribute, our new retailer program, Tarkett® Elite™.**

The 2010 Tarkett Elite program allows us to deliver on our promise, to provide the ultimate flooring experience to you and for your customers. It is our goal to consistently provide product solutions that are relevant, practical and beautiful. And to provide marketing programs, sales support and customer service every step of the way.

Our Elite program focuses on you, the retailer, our most important customer. Tarkett is helping to provide that same focus to your customers with our Love the day-to-day™ campaign. By bringing real life to life and engaging customers with the moments and madness that happen in their households every day, we can connect with them in a meaningful way. With meaningful products. By relating the technology and innovation inside our floors to what's happening on them and to them – we provide more than a story. We provide solutions that drive purchasing decisions. For more about our brand story, take a look at our two-minute brand video. The DVD is attached.

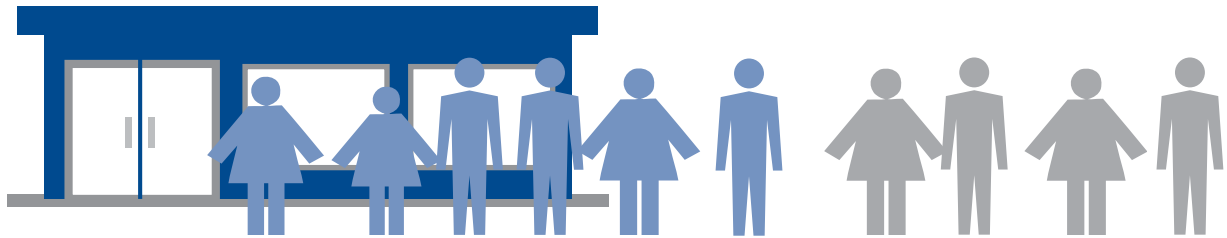
To provide an outstanding customer experience is Tarkett's first and foremost priority. Our everyday performance flooring will help grow your business. And our support programs and services will make our relationship more efficient, profitable and enjoyable. Together we can experience the best the day-to-day has to offer. And what's not to love about that?

Love the day-to-day.

X

The Tarkett® Elite™ Program: Redefining the retail experience.

The 2010 Tarkett® Elite™ Program is designed to help you become the preferred destination in all aspects of flooring sales – especially the importance of attracting new customers to your store first. When looking for new flooring, more than six out of every 10 consumers will eventually purchase flooring from the first retailer they visit. Fewer than 20 percent visit more than two retailers.*



The Tarkett Elite Program is designed to help you reach more potential customers and provide them with the ideal flooring solutions to fit their individual needs.

The Elite Program includes the full range of Tarkett resilient flooring products including, Vinyl Sheet, FiberFloor®, Laminate and NAFCO® Luxury Vinyl Tile, and rewards superior performance with enhanced benefits through a multi-tiered program structure.

How it works.

Each participating retailer is classified based on their 2009 total third-party purchases of Tarkett Vinyl Sheet, FiberFloor, Laminate and NAFCO Luxury Vinyl Tile, plus the registered Tarkett displays on the showroom floor.

Program benefits are customized based on the classification of Platinum, Gold or Silver. Based on those classifications, you are entitled to the following:

- **Retailer Co-op Advertising Program**
- **Retailer Quarterly Rebate on qualifying products**
- **Specialized retailer training programs**
- **Tiered discounts on displays and display updates**
- **Tiered display floor quantities**
- **“Ease of Mind” Self-Inspection Program**

*Source: 2009 TraQline Report, The Stevenson Company



Co-op advertising.

A major component of our program is co-op advertising. Our easy, turnkey program provides you with engaging, consumer-focused advertising designed to capture the attention of your customers, engage them, and create top-of-mind awareness of both your store and the Tarkett® brand. Our program helps guide their purchasing decision while increasing traffic to your store.

By harnessing the selling power of Tarkett's international brand, you will gain increased exposure across a variety of media. The Tarkett Co-op Advertising Program will complement your current advertising efforts at a minimal cost to you. Co-op claims will be paid directly to the retailer by Tarkett.

Your Tarkett Co-op Advertising accrual is based on Elite® retailer classifications:


- Platinum – 5% of 2009 purchases
- Gold – 4% of 2009 purchases
- Silver – 3% of 2009 purchases

The co-op rules are simple:


- Co-op funding is paid based on a 50/50 participation rate up to retailer accrual balance
- Co-op funding is available only for premium display product advertising. Good quality display products cannot exceed more than 33% of the ad space.
- Funds are available for media only. Merchandising, sampling, outings, etc., do not qualify


Everything you need to create and manage your own advertising efforts is available through an easy-to-use, online portal. You will have access to print ads, direct mail, radio scripts and online templates that can be customized with your store information. Tarkett-branded artwork, messaging and room scene photography is also available.


The screenshot shows the Tarkett Retailer Co-op Program website. At the top, the Tarkett logo is on the left, and navigation links for Home, Templates, Archive, Asset Library, Co-op Program, Profile, and Extras are in the center. On the right, there are links for Logout and Contact. Below the navigation is a 'Quick Links' sidebar with buttons for 'Create a New Ad', 'Download Assets', 'Manage My Mailing Lists', 'Send a Logo', 'Check My Co-op Balance', 'Submit Co-op Claims', and 'Submit Ads for Pre-Approval'. The main content area features a heading 'The Tarkett® Retailer Co-op Program' followed by a welcome message and a list of services. Below this is a 'Tarkett News' section with a link to check for updates. On the right side, there is a 'Calendar' widget showing February 2010 and a 'New Promotions' widget for the 'Tarkett® Spring Savings Event'. At the bottom, a footer link says 'See what Shared Marketing Services can do to boost your marketing results >>'.





Flooring that matches the everyday perfectly.


Flooring that stands up beautifully to everyday life. That's Tarkett® flooring. 





FiberFloor® – LifeTime® Collection
 • High-end beauty and premium performance
 • 34 styles • Lifetime warranty






Vinyl Sheet – Inspire® Collection
 • Vivid and subtle colors within your budget
 • 44 styles • 15-year warranty





Stop in and watch your new floor come to life.
 The Tarkett® RoomVue® product visualizer allows you to preview your floor with the latest in interactive viewing technology.




Vinyl Sheet – Infinity® Collection
 • Classic and contemporary patterns with premium performance
 • 50 styles • 20-year warranty
 **\$ 00.00** sq./yd



Laminate – New Frontiers® Collection
 • Premium performance. Sophisticated designs.
 • 6" beveled planks • Lifetime warranty
 **\$ 00.00** sq./yd

No Interest. No Payments.
 See store associate for details.

Dealer Information Area


PERFORMANCE IMAGERY



Flooring for dad's-turn-to-make-dinner day.

Flooring that stands up beautifully to everyday life. That's Tarkett® flooring. 

ROOM SCENE IMAGERY



The floors are beautiful this time of year.


Flooring that stands up beautifully to everyday life. That's Tarkett® flooring. 

PROMOTIONAL MESSAGE

MOTHER NATURE IS REDECORATING. HOW ABOUT YOU?


GREAT DEALS. HUGE SELECTION. STOP IN AND SAVE.

ONLINE AD SAMPLES



Save now
on a new
floor.
Spend time
enjoying it.

Retailer logo here



Click for more information.



Flooring that meets the
expectations of everyday.

Retailer logo here



Click for more information.

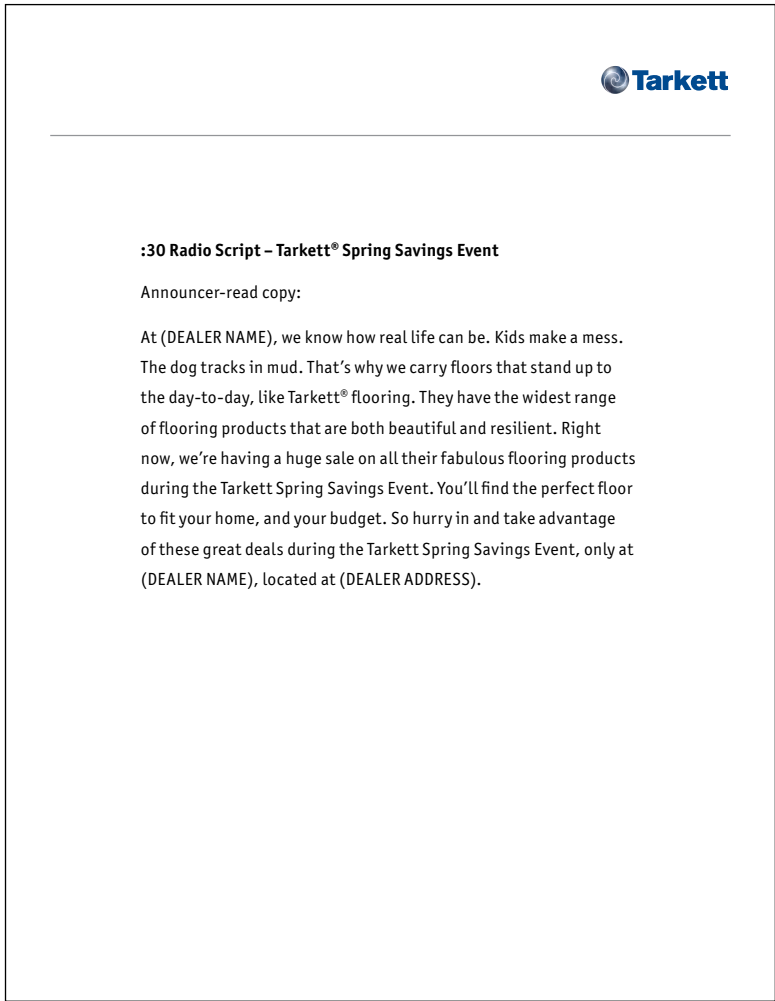


Savings by the roomful.

Retailer logo here



Click for more information.



:30 Radio Script – Tarkett® Spring Savings Event

Announcer-read copy:

At (DEALER NAME), we know how real life can be. Kids make a mess. The dog tracks in mud. That's why we carry floors that stand up to the day-to-day, like Tarkett® flooring. They have the widest range of flooring products that are both beautiful and resilient. Right now, we're having a huge sale on all their fabulous flooring products during the Tarkett Spring Savings Event. You'll find the perfect floor to fit your home, and your budget. So hurry in and take advantage of these great deals during the Tarkett Spring Savings Event, only at (DEALER NAME), located at (DEALER ADDRESS).

DIRECT MAIL POSTCARD SAMPLE



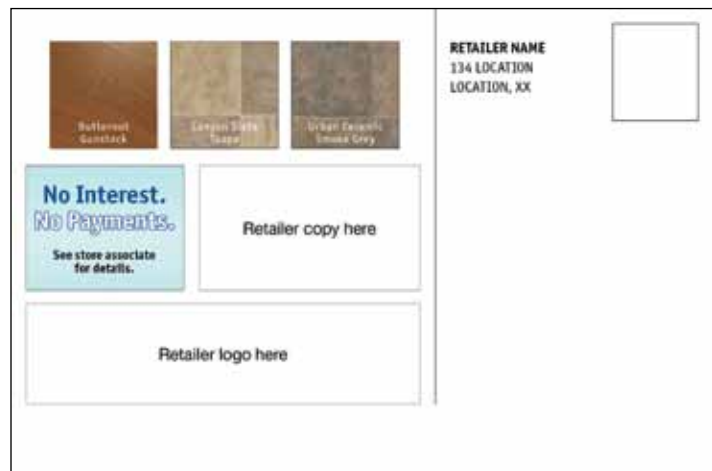
Flooring that
performs day in
and year out.




Flooring that stands up
beautifully to everyday life.
That's Tarkett® flooring.



Retailer copy here

Retailer logo here



RETAILER NAME
 134 LOCATION
 LOCATION, XX

No Interest.
No Payments.
See store associate
for details.

Retailer copy here

Retailer logo here

Premium product quarterly incentive rebates.

Across all four categories of our resilient flooring, Tarkett® offers two tiers of quarterly rebates, based on your purchases. **On Best and Better display products, first quality only, the following rebates apply:**

- Platinum – 4% of third-party sales
- Gold – 3% of third-party sales
- Silver – 2% of third-party sales

On Good quality display products, first quality only, the following rebates apply:

- *Platinum – 2% of third-party sales
- Gold – 1.5% of third-party sales
- Silver – 1% of third-party sales

The following 15 collections are eligible:

Vinyl Sheet*	Best	Infinity™
	Better	Inspire™
	Good	Preference® Plus*
FiberFloor®*	Best	LifeTime®
	Better	Easy Living™ – Classic
	Better	Easy Living™ – Fun
	Better	Easy Living™ – Fashion
	Good	Fresh Start™*
Laminate	Best	New Frontiers™
	Better	Journeys™
	Good	Cross Country™*
NAFCO® LVT	Best	PermaStone®
	Best	Classic Best Living
	Better	Classic Better Living
	Good	Classic Good Living*

Rebates will be paid directly to the retailer by Tarkett on a quarterly basis, based on receipt of third-party sales from distributors.

Retailer training.

Well-trained sales associates are a key element of any retailer's success. And it is Tarkett's responsibility to provide you and your associates with the information and training you need to ensure success. Our *Tarkett® University* retailer training program will cover Tarkett products, installation, competitive products, the marketplace and end-users. Hands-on training sessions are offered quarterly at both our Farnham and Florence facilities. Lodging, food, entertainment and on-site ground transportation costs are 100 percent paid by Tarkett for qualified Platinum and Gold retailers. Transportation costs to the facility are not covered.

TARKETT® UNIVERSITY RETAILER TRAINING SCHEDULE

Location	April				May					June			
	4	11	18	25	2	9	16	23	30	6	13	20	27
Farnham													
Florence													

Location	July				August					September			
	4	11	18	25	1	8	15	22	29	5	12	19	26
Farnham													
Florence													

FARNHAM, QUEBEC FACILITY



FLORENCE, ALABAMA FACILITY



Retailer display floor program.

Platinum, Gold and Silver level retailers are eligible for inclusion in the Tarkett Retailer Display Floor Program.

Platinum and Gold retailers will be eligible for 100 sq. ft. of Best and Better quality resilient sheet, LVT tile or laminate product per displayed product category, per location, per year, at no charge.

Silver retailers will be eligible for 50 sq. ft. of Best and Better quality resilient sheet, LVT tile or laminate product per displayed product category, per location, every other year, at no charge.

“Ease of mind” self-inspection program.

The “Ease of Mind” Self-Inspection Program is another way Tarkett® stands behind our products and our retailers. Tarkett Platinum and Gold retailers will be eligible for this program with a limit of \$2,500 per eligible claim for material and labor costs for repair of Tarkett NAFCO® Luxury Vinyl Tile, FiberFloor®, Vinyl Sheet and Laminate products.

For participation in this program, you must complete a registration agreement and return the form to your Tarkett Field Sales Representative. You will then be assigned a dealer number.

To receive a credit, retailers must complete a Retail Self-Inspection Complaint Form. This report will include the quantity of material installed, an itemized labor bill, and a representative sample of the manufacturing defect. The Retailer Registration Form outlines these requirements in greater detail.

POSTER

Promotions.

In addition to our new Elite™ Program, Tarkett offers a wide range of marketing materials that help attract customers to your establishment.

Promotional advertising and support materials are available for all four of our product groups: Vinyl Sheet, FiberFloor, Laminate and NAFCO Luxury Vinyl Tile. These materials are provided through our distributors and are available for three major promotional periods:

- March/April
- June/July
- September/October

RETAIL AD

Hurry in. Our floors may last forever – but our sale ends soon!

DON'T MISS THE TARKETT SPRING SAVINGS EVENT.

<p>FiberFloor® - Elite™ Collection</p> <ul style="list-style-type: none"> • High-end beauty and premium performance • 36 styles • Lifetime warranty 	<p>NAFCO® Luxury Vinyl Tile - Perpetua™ Collection</p> <ul style="list-style-type: none"> • Stain, scratch and scuff resistant • 30 styles • Lifetime warranty 	<p>Vinyl Sheet - Inspire™ Collection</p> <ul style="list-style-type: none"> • Blend and subtle colors within your budget • 44 styles • 20-year warranty 	<p>Laminate - New Frontiers™ Collection</p> <ul style="list-style-type: none"> • Premium performance. Spectacular designs. • 48 styles • Lifetime warranty 	<p>No Interest. No Payments.</p> <p>See store associate for details.</p>
<p>\$ 00.00 <small>MSRP</small></p>	<p>\$ 00.00 <small>MSRP</small></p>			

Dealer Information Area

Save like you've never saved before!

HURRY IN FOR THE TARKETT® SPRING SAVINGS EVENT.

Tarkett | THE ULTIMATE FLOORING EXPERIENCE

RADIO SCRIPT

130 Radio Script - Tarkett® Spring Savings Event

Announcer-voice copy:

At (DEALER NAME), we know how real life can be. Kids make a mess. The dog tracks in mud. That's why we carry floors that stand up to the day-to-day, like Tarkett® flooring. They have the widest range of flooring products that are both beautiful and resilient. Right now, we're having a huge sale on all their fabulous flooring products during the Tarkett Spring Savings Event. You'll find the perfect floor to fit your home, and your budget. So hurry in and take advantage of these great deals during the Tarkett Spring Savings Event, only at (DEALER NAME), located at (DEALER ADDRESS). Sale ends (INSERT DATE HERE).

ONLINE BANNER AD

Wow-is-that-your-jaw-hitting-the-floor kind-of-savings!

HURRY IN FOR THE TARKETT® SPRING SAVINGS EVENT.

RETAILER LOGO HERE

Tarkett

Click for more information.

Public relations.

In addition to your local store marketing efforts, Tarkett® is reaching homeowners with key messaging about Tarkett Residential products on a national level.

Last year we created more than 89 million consumer impressions with news articles, broadcast placements and online messaging.

In 2010, Tarkett will continue to keep getting the good word out on a national basis. Our objective is to:

- Build awareness of the Tarkett brand
- Promote the features and benefits of Tarkett products to homeowners
- Drive consumers to Tarkett retailers

HOW WILL WE DO IT?

Tarkett is currently in the product testing phase with key consumer buying guides which are very influential in homeowners' decision-making process for purchasing products for the home.

The *Consumer Digest* April edition will list FiberFloor® as "Best Buy."



Tarkett will conduct consumer press tours with magazine editors of key home publications and submit monthly press releases for featured articles.

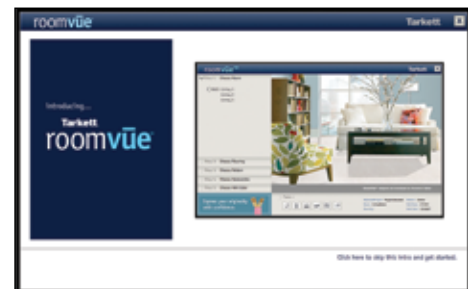
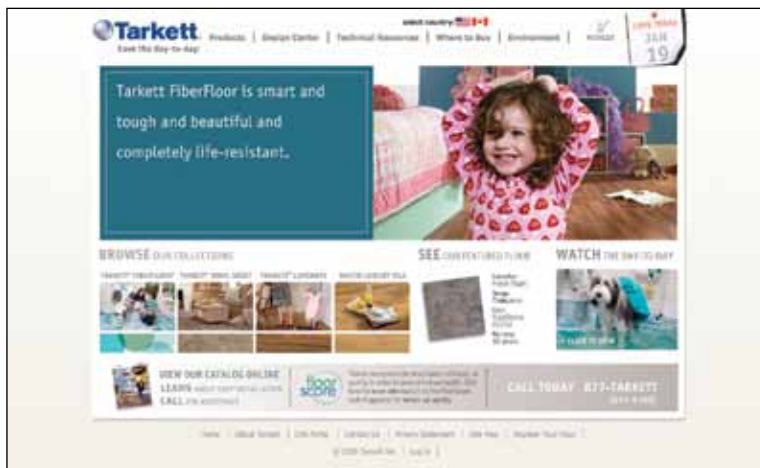


MARKETING COMMUNICATIONS.

Our in-depth research has helped us learn exactly how your target customers shop the Internet for flooring. This information has guided us in the design of our Web site and our interactive room visualizer, Tarkett RoomVue™. This technology allows customers to upload a picture of their room and try out any of the flooring options from the extensive Tarkett database. Your customers can use this in your showroom, through the Internet, and make a well-informed decision and purchase right there in your store.

WWW.TARKETTNA.COM

TARKETT® ROOMVUE™
ONLINE VISUALIZER



POCKET ON INSIDE BACK COVER