



# 2024 DEALER PROGRAMS

**TRAVIS  INDUSTRIES®**  
**THE HOUSE OF FIRE**





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# THE TRAVIS COMMITMENT & EXPECTATIONS OF OUR DEALERS

## The Travis Commitment

Travis Industries is committed to marketing our products through Specialty Hearth Dealers, a practice that has been mutually successful for both Travis Industries and the Dealers since 1979. We believe Specialty Hearth Dealers are best equipped to provide the personal, knowledgeable, credible, long-term representation necessary in a product line that depends on: accurately qualifying a customer, familiarity with local building and installation requirements and providing proper installation, service, and support. Travis, for its part, offers the Specialty Hearth Dealer quality hearth products, cooperative advertising, marketing assistance, dealer service department, and technical advice, and comprehensive training.

## Retail Space Expectations:

- Each dealer should have a retail outlet large enough to properly display and burn the full range of products offered within each Travis brand the dealer carries.
- As new Travis products become available, dealers should display those models and not remove existing Travis models. Dealers also must make an effort to maintain displays that are current and fully functional, with the latest version of each model. Dealers cannot “cherry pick” items from the Travis line. The full line must be represented.
- Each dealer needs to have sufficient, suitable warehouse space to stock a reasonable number of units to meet immediate customer needs.
- The retail store should be open for business during normal business hours with qualified personnel to handle sales and service inquiries.
- Dealer will service and sell within an expected trade area - no selling out of State or physical service area.

## Dealer Account Expectations:

- Dealers must have a good credit history and stay current throughout the year.

## Advertisement Expectations:

- Dealers MUST advertise Travis Products and sell only to customers within the territory that has been agreed upon.
- Advertisement must be completed between January 1st and December 31st 2024 and submitted within 90 days from run time to receive 2024 Co-op credit.

## Websites Expectations:

- Must have internet access in your store and be proficient in using the Travis Dealer Back Office website.
- The dealer MUST clearly represent the Travis brands, show current products and promote Travis Industries ‘planned national promotions on their store website.
- Dealers who choose to use the internet to sell a Travis Industries’ product outside of their agreed sales territory is doing so with the knowledge that they jeopardize their dealership of Travis Industries’ product.
- Dealers are encouraged to use the embedded FireBuilder tool within the store website. These links show product info only and are always kept current. This tool allows dealers to use the benefits of their website visitors. For more information of how you can embed the FireBuilder on your website please see page 17, or contact your Travis Sales Manager. These links can be found on the Travis Dealer Back Office under Ads & Marketing/Websites.

## Training Expectations:

- Dealers have an obligation to provide Factory Training service for the products they sell in their marketplace. Understanding the product lines thoroughly is vitally important to presenting it to customers and for service personnel to install and service it. For this, training is critical. Travis Industries offers an extensive selection of training courses that cover all aspects of the hearth business.
- Dealers must be willing to invest in their sales and service personnel and provide training both as a foundation of their careers and success into the future.
- Travis Industries requires that your dealership have a Certified Travis Service Tech on staff and that ALL your staff take advantage of the Technical and Sales Training offered online at Travis University.

Travis Industries reserves the right to improve its products, and dealers owe it to their customers to learn about such improvements. Dealers who willfully violate the spirit and intent of the expectations outlined here may lose the privilege to carry Travis products. We are sure that with just a moment’s reflection you will understand that our mutual success depends on mutual cooperation. We look forward to doing business with you.



# STAR RANKING

The Travis Industries 5 Star Dealer Programs are a collection of programs grouped together to reward you, our valued dealer, with additional benefits based on your participation as our business partner.

The 5 Star Dealer Programs offer benefits to your dealership based on your 2023 unit purchase. If at any time during 2024, your store unit purchases exceed last year's purchases and move you to a new category, your dealership status will be upgraded to the next star category for the balance of the year and into the following year.

## DAVINCI CUSTOM FIREPLACE™ SALES COUNT AS ONE UNIT SALE.

The Star Categories are designated as follows:

	(Based on 2023 Unit Sales)
Star Dealer	1-25 Units
3 Star Dealer	26-100 Units
4 Star Dealer	101- 250 Units
5 Star Dealer	251-500 Units
President's Club	501+ Units

Your sales representative will meet with you to help determine what improvements you can make, if needed, to move your dealership into a higher star category. Ask your sales representative for their recommendations during the year.

## Exclusive Dealers - More Dealers Than Ever Have Made This Choice!

If you are committed to selling 100% Travis products (no other hearth products) you will qualify to move up one Star category above your current purchase category. Dealers must properly sell, promote and display each Travis brand they carry.

Example: A 3 Star Dealer who qualifies as Exclusive will be allowed to move up to the 4 Star category.

Please refer to the written Travis Exclusive Dealer program included in this document (Page 8-9).

The Exclusive Dealer Program is not available for the STAR DEALERS (first category).

## Credit Status

To participate, your dealership's credit status MUST BE CURRENT. Your account must have a record of remaining current within the terms given by Empire Distributing. If your dealership fails to maintain its credit status for 30 continuous days, you will forfeit all benefits provided by the Travis Industries 5 Star Dealer Programs until your credit status is corrected.

Note: Travis Industries has the right to update and change this program at any time without prior notification.



# PRESIDENT'S CLUB

## Who Qualifies

- Any Travis dealer account with purchases exceeding 500+ units in Travis products in 2023.
- Any 5 STAR DEALER (who sells between 251 and 500 units in 2023) and is a Travis Exclusive Dealer.
- Any DaVinci Custom Fireplace Dealer who sells 55+ modules (DaVinci, Maestro Timber Fire) products in 2023.

## Enjoy top level President's Club Dealer Benefits to increase store profits.

President's Club dealers enjoy the highest level of benefits offered. These includes Top Level Dealer Benefits, Discounts, Co-op dollars, Burn Credits, In Store Merchandise, Employee Home Comfort, Builder Display, and Embedded FireBuilder Credit.

## 2024 President's Club Member Benefits for Dealers Who Qualify in 2024:

- **Premium Trophy** - Multiple store locations will receive a premium wall plaque
- **Premium Jacket** - New first-year President's Club members only
- **President's Club Meeting & Retreat 2024 - Owners/Managers Only (Two Guests)**
  - Two guests will be treated to standard round-trip airfare + one hotel room for three nights



- **Attend One Tradeshow as our President's Club Guest - Owners/Managers Only (Two Guests)**
  - Tradeshow is your choice: International Builders' Show or HPBExpo
  - Two guests will be treated to one hotel room for two nights
  - **AIRFARE NOT INCLUDED**



**2024 HPBExpo**  
February 13 – 15  
Music City Center  
Nashville, Tennessee  
Booth 1731



**2024 NAHB International Builders' Show**  
February 27 - 29  
Las Vegas Convention Center  
Las Vegas, NV  
Booth W3407



# ONLINE SALES POLICY

## ***Travis Internet Selling Policy For Wood, Pellet and Gas Stoves, Inserts, Fireplaces***

Our MAPP (Minimum Advertised and/or Promoted Price) policy for Hearth Products is 12% below MSRP Price. See the Co-op Program for details on advertised pricing.

Travis Industries is a firm believer in the power of technology to help us grow and manage our business more efficiently. As you well know, Travis Industries maintains a website to help inform and interest the public in buying our products through your store. However, we are strongly opposed to the Specialty Hearth Stores selling Travis Industries' products over the Internet beyond your agreed sales territory.

Our reasoning is based on the fact that selling outside one's agreed upon territory puts our product reputation and the end users at undue risk. We do not make a "plug and play" product. Sales without service or the availability of qualified professional installations, violates the long standing agreement that Travis Industries has worked to develop within its dealer organization. Selling a stove over the Internet without the prerequisite installation support, proper operation technique, and scheduled maintenance training of the end user raises serious liability issues for both the selling dealer and Travis Industries. We are fully committed to protecting our exceptional reputation.

Any dealer who uses the Internet to sell a Travis Industries' product outside of their agreed sales territory is doing so with the knowledge that they jeopardize their dealership of Travis Industries' products. A notice will be forthcoming and the dealer in violation will be given 30 days to cease or forfeit their dealership privileges.

It is our continued belief that our mutual success depends upon locally geographical representation of our products. This representation will continue to be successful with the support and efforts of the trained, professional Specialty Hearth Dealer.

## ***Tempest Torch™ Internet Advertised Selling Policy***

Advertising or promoting the Tempest Torch prices more than 12% lower than the Tempest Torch MSRP Price (Minimum Published Sales Price, Advertised and/or Promoted Price MAPP) will result in the dealer losing co-op and they will be prohibited from using the Tempest Torch copyrighted and/or trademarked property including brand names, photographs and printed material. Failure to abide with this policy immediately disqualifies the advertising dealer from ALL advertising co-op funds and all special programs provided by Travis Industries for that year.



# EXCLUSIVE DEALER PROGRAM

In response to numerous requests for acknowledgment from Travis Industries™ to retailers who have elected to commit to a closer relationship with our company, it is our pleasure to offer the “Exclusive Travis Dealership Program.”

We have determined that the support exhibited by the decision to promote and sell only our product lines warrants further financial benefits, extended privileges, and therefore greater profit opportunity to any qualifying store.

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER
Purchasing	Benefits	Benefits	Benefits	Benefits
Exclusive Dealer	NOT AVAILABLE	Receives 4 Star Benefits	Receives 5 Star Benefits	Moves to President's Club

## How It Works:

- Your store elects to promote the Travis product line(s) you carry as your only Wood, Pellet, Gas Stove, Insert, and Fireplace product line. Product requirements are defined by each brand.
- If you display for sale any competing hearth products during the term of this agreement, this agreement and the benefits become null and void. All financial benefits previously received will be charged back to your account.
- The store must have a good credit history and stay current throughout the year. Dealers who lose their good credit standing during the course of the year will also lose Exclusive Travis Product line benefits until the account is made current.

## Benefits:

- Once approved, your dealership will move up one STAR CATEGORY and receive the benefits and rewards from that category for the remainder of 2024 as long as you remain exclusive.
- STAR CATEGORY dealers do not qualify for this program.
- 3 STAR CATEGORY DEALERS move to and receive the 4 STAR CATEGORY DEALER benefits and rewards.
- 4 STAR CATEGORY DEALERS move to and receive the 5 STAR CATEGORY DEALER benefits and rewards.
- 5 STAR CATEGORY DEALERS move to the President's Club.

Dealer agrees to the above conditions and terms:

Signature \_\_\_\_\_ Date \_\_\_\_\_

DEALER: \_\_\_\_\_

Travis Sales Representative Authorization

STREET: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

Notes: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_





# EXCLUSIVE DEALER PROGRAM



## ***To Be An Exclusive FireplaceX® Dealer***

### ***You Must Be Exclusive in the following Categories:***

- E.P.A. Certified Wood Burning Fireplaces
- Direct Vent Gas Inserts
- Flush Wood Burning Inserts
- Portrait Style Gas Fireplaces
- Gas Fireplaces over \$1500 Retail



## ***To Be An Exclusive Lopi® Dealer***

### ***You Must Be Exclusive in the following Categories:***

- Wood Stoves and Inserts
- Pellet Stoves and Inserts
- Gas Stoves and Inserts



## ***To Be An Exclusive DaVinci® Dealer***

### ***You Must Be Exclusive in the following Categories:***

- Any other custom fireplace lines



# EARLY BUY

## TRAVIS IS ON SALE THIS SPRING! Lock-In Your Best Column For All of 2024

Orders Shipping February 1st - April 30th  
Up to 5% Cash Discount Program - 6% for President's Club Dealers

- Account balance must be current to participate
- Payments must be received at least 5 days before shipment
- Models must be currently in production to qualify
- Minimum 10 unit shipment - order as often as you'd like
- Shipments can combine brands
- Orders and shipping dates are placed on a first-come, first-served basis. If the month is booked out, your order will be moved to the next available shipping date and discount structure. So place your orders early!
- DaVinci Firenze™ and all Fire Garden™ models qualify
- DaVinci Custom, Maestro™ and Timber Fire™ models do NOT qualify

### CASH DISCOUNT OR DATING PROGRAM

CASH DISCOUNT	CASH PROGRAM		
	FEBRUARY	MARCH	APRIL
	Benefits	Benefits	Benefits
Star - 5 Star Dealers	5%	4%	3%
President's Club Dealers	6%	5%	4%

DATING PROGRAM	
TERMS	
	Benefits
Star - 5 Star Dealers	2% - 60 days
President's Club Dealers	3% - 60 days

Cannot be combined with any other programs or discounts.

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Contact Empire Distributing with any questions.  
585.492.2780 | sales@empiredistributing.net





# EARLY BUY: LOCK-IN PROGRAM

## TRAVIS IS ON SALE THIS SPRING! Lock-In Your Best Column For All of 2024

### Traditional Lock-In

Each 10 unit minimum order you place February 1st through April 30th counts toward your pricing level. You have three months to reach your column lock goal.

### LOPI & FPX MODELS

WHAT'S YOUR 2024 PRICING GOAL?	
2 COLUMN PRICING	25 UNITS
3 COLUMN PRICING	35 UNITS
4 COLUMN PRICING	50 UNITS

### Example:

- MY GOAL IS TO LOCK-IN TO 4 COLUMN PRICING.

Between February 1st and April 30th I need to order 50 Units on Early Buy

I can do this in any combination such as:

25 Units in February + 25 Units in March = 50 Units

30 Units in February + 10 Units in March + 10 Units in April = 50 Units

10 Units a week until I reach my goal during this program

IT'S COMPLETELY UP TO ME!

## Once you establish your Lock-In, it will be good from 2024 through April 30th, 2025!

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# CONSUMER SPRING SALES DRIVE EVENT

Starting February 10th, Travis will be using their consumer websites and social media pages to drive sales into your store. The drive behind this sales event is to leverage our website shoppers and turn them into buyers this spring.

This event will be advertised on the Lopi, FPX, and Fire Garden consumer websites and social media pages on the dates noted on the calendar below. Promotion dates are highlighted in **green**.

Travis will be promoting a savings of up to 12% off retail price on all models. You have the option to participate or not participate. There will be 5 specific examples on Travis’s websites, specifying the amount of savings if the full 12% is honored.

By taking advantage of the Early Buy Program, in the month of February you can save 5% off your cost to offset the discount you honor to your customer. See the Travis Early Buy Program for details.

FEBRUARY							MARCH							APRIL						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3						1	2		1	2	3	4	5	6
4	5	6	7	8	9	10	3	4	5	6	7	8	9	7	8	9	10	11	12	13
11	12	13	14	15	16	17	10	11	12	13	14	15	16	14	15	16	17	18	19	20
18	19	20	21	22	23	24	17	18	19	20	21	22	23	21	22	23	24	25	26	27
25	26	27	28	29			24	25	26	27	28	29	30	28	29	30				
							31													

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# CO-OP PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	PRESIDENT'S CLUB
Advertising	Benefits	Benefits	Benefits	Benefits	Benefits
2023 Accrual	You accrue 1% Co-Op funds on Travis product purchases.	You accrue 1.5% Co-Op funds on Travis product purchases.	You accrue 2% Co-Op funds on Travis product purchases.	You accrue 2% Co-Op funds on Travis product purchases.	You accrue 2% Co-Op funds on Travis product purchases.
Advertising	Approved Ads are 40% co-opable	Approved Ads are 50% co-opable	Approved Ads are 60% co-opable	Approved Ads are 70% co-opable	Approved Ads are <b>80% co-opable</b>
Point of Purchase Store Merchandise	Merchandise is 40% co-opable, includes signage	Merchandise is 50% co-opable, includes signage	Merchandise is 60% co-opable, includes signage	Merchandise is 70% co-opable, includes signage	Merchandise is 80% co-opable, includes signage
Digital Advertising	Programs are 40% co-opable	Programs are 50% co-opable	Programs are 60% co-opable	Programs are 70% co-opable	Programs are 80% co-opable
Certified Factory Classes	Classes, travel and lodging 40% co-opable <i>(Does not include incidentals)</i>	Classes, travel and lodging 50% co-opable <i>(Does not include incidentals)</i>	Classes, travel and lodging 60% co-opable <i>(Does not include incidentals)</i>	Classes, travel and lodging 70% co-opable <i>(Does not include incidentals)</i>	Classes, travel and lodging 80% co-opable <i>(Does not include incidentals)</i>
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	

- Pre-plan your Co-Op usage based on your last years Co-Op accrual. Do this at the beginning of the year and plan your advertising budget for each month. Break your budget down based on your planned annual monthly ad expenses (such as website, Internet, TV, and media advertising) and targeted specific date expenses (such as fair and sales events). Do not wait till end of year to use your Co-Op when it does you the least value in driving customers into your store. Your Travis Sales Representative can meet with you if you need help planning out your 2024 Traditional Store Advertising and Social Media Advertising Budget.

- Co-Op dollars are not accrued on DaVinci Custom Fireplace purchases.

- Reimbursement will be made by credit memo to be used toward future purchases.

- You do not have to have available Co-Op funds at the time your advertisement runs. Simply submit your ad copy, payment info and Co-Op form within 90 days of the ad running. Once your future sales in 2024 accumulate sufficient co-op funds, your account will be credited for the claims you have on file at Travis Industries. Contact your Sales Manager if you have any questions.

- **Co-Op funds used for purchase of apparel CANNOT EXCEED \$1,000 during month of December.**

- **All available Co-Op funds not utilized by the dealer before December 31st, 2024, will be zeroed out.**

- **Funds will not carry over to the following year.**



# CO-OP PROGRAM

## What is the Time-frame of the Co-Op Program?

Our Co-Op ad placement program runs from January 1st through December 31st, and requires that all ads be submitted no later than 90 days from their running time.

All remaining co-op zeros out at the end of December 2024 and can not be used in the next year.

HOW DO I MAKE SURE MY AD QUALIFIES? Send it in for Pre-Approval to: **[promotions@empiredistributing.net](mailto:promotions@empiredistributing.net)**

## What qualifies for Co-Op reimbursement?

*We have found the listed media below to be the most effective for retail advertising of our products.*

- Websites and any Internet advertising/Social Media such as Facebook, Instagram or Google Ad Words.
- Outdoor signs and outdoor advertising (billboards)
- Digital web advertising programs such as Conversion Logix and HOUZZ or others by pre-approval.
- Direct mail
- Fairs and Home Shows (Pro-rated based on % of booth space dedicated to Travis Products)
- Vehicle wraps with Travis logos and images
- Window wraps with Travis logos and images
- Point of Purchase and Apparel Items - 40% for Star Dealers, 50% for 3 Star Dealers, 60% for 4 Star Dealers, 70% for 5 Star Dealers, & 80% for President's Club.
- Paid circulation, Daily, Weekly, and Sunday Newspapers. Travis Provided Ad.
- Magazine ads
- Radio and TV advertisements.
- Factory Training Cost - Travel, lodging and class cost

## What Does Not qualify for Co-Op reimbursement?

- Reader boards
- Yellow Page ads
- Mailing expenses, sales tax, shipping and delivery charges
- Charges for design, production, decorations, tents, or labor for installing or removing equipment at home shows or fairs
- Any ad not adhering to Travis Industries guidelines
- Any advertisement placed outside of your primary area of selling.
- Any advertisement found to promote erroneous information or pricing of current or NEW product below minimum advertised pricing (advertising below Travis Sales Price)
- Any advertisement promoting competitive brands.
- Consulting Fees
- Sales Tax
- Advertising any Travis product more than 12% lower than the MSRP Price in our price list.

## What are my requirements needed to submit a Co-Op claim?

- Please use the Travis Co-Op Reimbursement Claim Form found on page 17 and fill it out completely and SUBMIT with required proof of purchase WITHIN 90 DAYS of run date.
- Ads submitted 90 days past the run date will not be accepted!
- Your Empire Distributing account must be current. Dealers with PAST DUE accounts (over 30 days) will have their co-op benefits suspended until the time they are current.
- Itemized invoices required for web advertising. Include a summary of click-through and conversion results.

Category	Requirements
Newspaper & Magazine	<ul style="list-style-type: none"> <li>• Print ads provided by Travis Industries can be found on the Back Office website under Adslicks or Sales Promotions and are co-opable.</li> <li>• Ad materials are available on our Travis Dealer Back Office under <a href="#">SALES SPECIALS</a>.</li> <li>• All Print ads that you design must prominently feature one or more of the Travis brand logos and clearly illustrate and promote the product.</li> <li>• Ads may be combined with NON-COMPETITIVE products (i.e. BBQ, Spas, Patio), if Travis brands are at least 50% of ad. These ads will be pro-rated.</li> <li>• Ads with other COMPETITIVE products will NOT BE ACCEPTED and will not qualify for any Co-Op credit.</li> </ul> <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice showing rates charged. Included should be a complete tear sheet of the ad that clearly shows the publications name and the run date of the publication.</p>
Direct Mail	<ul style="list-style-type: none"> <li>• Printing and postage are covered. Art services are not covered.</li> <li>• All mailers must prominently feature one or more of the Travis brand logos and clearly illustrate and promote the product.</li> <li>• Ads may be combined with NON-COMPETITIVE products (i.e. BBQ, Spas, Patio), if Travis brands are at least 50% of ad. These ads will be prorated.</li> <li>• Ads with other COMPETITIVE products will NOT BE ACCEPTED and will not qualify for any Co-Op credit.</li> </ul> <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice or contract showing rates charged. Included should be a copy of the ad showing all sides of the mailer.</p>
Radio, TV and Digital Stream TV Advertising	<ul style="list-style-type: none"> <li>• Any TV or Radio spot provided by Travis Industries. All others must be approved by your Regional Sales Manager.</li> <li>• 15 and 30 second TV spots are available on the Travis Dealer Back Office under Ads/Marketing/TV Commercials</li> <li>• Radio &amp; TV ads must have 100% of the ad dedicated to Travis brands to qualify for co-op credit.</li> <li>• 30 second Radio ads must include <u>3 audio references</u> to a Travis brand name.</li> <li>• 15 second Radio ads must include <u>2 audio references</u> to a Travis brand name.</li> <li>• 30 second TV commercials must include at least <u>2 audio</u> and <u>3 visual references</u> to Travis brands &amp; names.</li> <li>• 15 second TV commercials must include at least <u>2 audio</u> and <u>2 visual references</u> to Travis brands &amp; names.</li> <li>• TV ads must display Travis Product Logo(s).</li> </ul> <p>SUBMISSION REQUIREMENTS: All claims must include a notarized station affidavit showing dates and times when the ad ran, a copy of the station script, YouTube or web link of spot, or station script showing audio and visuals (TV) and a detailed invoice showing rates charged.</p>
Home Shows & Fairs	<ul style="list-style-type: none"> <li>• Travis Industries will prorate the cost based on the percentage dedicated to Travis products.</li> <li>• Travis brand logos must be on display along with the Travis product.</li> <li>• Send clear photographs and layout(s) of your ENTIRE display showing Travis products, brand signage, and all other products displayed when submitting for co-op reimbursement. Travis brand banners or brand signage must be used in the booth to promote the brand(s)</li> </ul> <p>SUBMISSION REQUIREMENTS: All claims must include an invoice or contract showing rates charged, clear color photographs showing entire display of all products and a line drawing of the complete booth listing all product and banners on display.</p>

HOW DO I MAKE SURE MY AD QUALIFIES?

Send it in for Pre-Approval to [promotions@empiredistributing.net](mailto:promotions@empiredistributing.net)

Category	Requirements
Pre-Approved Web Advertising Programs	<p>Local Web Display Advertising. Visual online advertising formats are display ads. They are called 'display ads' because they generally contain images or videos and are published in designated places within any given website, like a blog. Purchased directly or through platforms such as Google Adwords. The cost is estimated by CPC or CPM.</p> <p>Local Mobile Advertising. Local Advertising campaigns adapted to mobile platforms.</p> <p>Local Re-targeting and Remarketing. Targeting customers or users who have shown interest in your store website. Remarketing makes your banner appear on whichever website people who previously visited your site.</p> <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice showing contract, dates run and rates charged. Include clear screen shots of the ad, SEO results on the program(s) and affidavit of performance.</p>
Houzz Digital	<p>SUBMISSION REQUIREMENTS: No need to submit. Houzz provides, directly to Travis Industries, all information needed to process credit.</p>
Conversion Logix	<p>Local Re-targeting and Remarketing.</p> <p>SUBMISSION REQUIREMENTS: No need to submit. Conversion Logix provides, directly to Travis Industries, all information needed to process credit.</p>
Apparel & Point of Purchase Items	<p>All Travis supplied Point of Purchase and Apparel Items - 40% for Star Dealers, 50% for 3 Star Dealers, 60% for 4 Star Dealers, 70% for 5 Star Dealers, and 80% for President's Club.</p> <p>Also see Store Merchandise Display Program on Page 22</p> <p>Co-op funds used to purchase apparel CANNOT EXCEED \$1,000 during month of December.</p> <p>SUBMISSION REQUIREMENTS: No need to submit. Empire Distributing will automatically issue credit against your P.O.P. invoice</p>
Billboards	<p>Outdoor signs and outdoor advertising (Includes digital billboards)</p> <p>Must be 100% Branded Travis products. Digital portion of outside sign does not qualify unless dealer is exclusive. The permanent portion with your store name with our logos will be covered.</p> <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice or contract showing rates charged along with run times of the billboard. Included should be clear color photographs showing billboard on display.</p>
Websites	<p>Co-op will be based on number of Travis pages compared to the total number of website pages and the content of the pages. One Time Reimbursed at maximum of \$1,500.</p> <p>Site must include the embedded FireBuilder link on the websites front page to qualify. SUBMISSION REQUIREMENTS: All claims must include a detailed invoice showing contract.</p>
Facebook, & Instagram, Campaigns	<ul style="list-style-type: none"> <li>• Social Media Campaigns must feature 100% Travis product images and brand logos exclusively.</li> <li>• Ads for Facebook and Instagram that are not supplied by Travis industries <u>must be Pre-approved.</u></li> <li>• An Approved Facebook and Instagram Ad directory can be found on the Travis Dealer Back Office under Ads/Marketing. For additional information and assistance contact Travis Industries at (425) 609-2500.</li> </ul>
Vehicle Wraps	<ul style="list-style-type: none"> <li>• Vehicle wraps require Travis logos and images and must be 100% Branded Travis products.</li> </ul> <p>SUBMISSION REQUIREMENTS: All claims must include a detailed invoice or contract showing rates charged. Included should be clear color photographs of all four sides of the vehicle. Contact the Travis Marketing Department if you require assistance.</p>

ALL MEDIA INVOICES MUST HAVE OUR BRAND NAMES LISTED







# EMBEDDED FIREBUILDER FOR YOUR STORE

## Embedded FireBuilder Benefits –

- By having the Embedded FireBuilder on your store’s website front page, a consumer can directly interact with you by building their perfect fire and requesting a quote on their project. This allows you to generate a qualified consumer lead directly from YOUR STORE’S WEBSITE to your FireBuilder database.
- From there you can build a quote on the product the consumer is interested in and email it back to them with your store’s info, assign a salesperson, track the lead, adjust the info and margins if needed (FireBuilder pre-loads the quote request with 50% MSRP pricing) AND CLOSE THE SALE. The lead that is generated is also sent to your Rep/Dist so they can track and assist you on its follow up.
- Travis product brand Dealer Website search will now include Request A Quote Button directing consumer to your stores FireBuilder. The dealer locator also directs the consumer to the New Travis only dedicated Dealer Website with links to your stores FireBuilder and stand alone Lopi and FireplaceX product only pages along with your stores contact information.
- Add the FireBuilder to your website will also Improve your Search Engine Optimization (SEO) organically as consumers spend more time on your website designing their favorite fire.
- Adds beautiful, professional photos of product to your website.
- It will always be current, as models get improved, added or discontinued, your link updates automatically.
- The brands are combined to showcase the COMPLETE line-up of FireplaceX and Lopi products including different faces – all in one convenient location. Single brand stores will only display the brand they carry.
- Your consumers will not need to leave your website and potentially going back and forth between our consumer websites to see all the options available.
- Just like on our website customers can print their quote sheet (no prices) and then visit the store. The quote sheet from your Embedded FireBuilder the consumer prints will include your store name and address.



To request your link simply push the button on the Home Page of your back office below FireBuilder, input your contact information, and submit. The custom URL code will be sent to you for your web developer to add to your website.

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President’s Club
	Benefits	Benefits	Benefits	Benefits	Benefits
Embedded FireBuilder	\$100 Credit	\$200 Credit	\$300 Credit	\$400 Credit	\$500 Credit
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President’s Club Benefits	

## Embedded FireBuilder Qualifications –

- The link to the FireBuilder MUST BE ON YOUR HOME PAGE (LANDING PAGE) to qualify.
- FireBuilder Link must be prominently displayed and easy to find.
- Submit by 12/31/2024 for credit.



# EMBEDDED FIREBUILDER CREDIT FORM

***Homepage Link Is Required For Credit***

Dealer Name: \_\_\_\_\_

Account Number: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Website Address \_\_\_\_\_

Printed Contact Name \_\_\_\_\_ Date \_\_\_\_\_

***Claims must be submitted to Empire Distributing.***

E-mail: [promotions@empiredistributing.net](mailto:promotions@empiredistributing.net)

or

Mail: Empire Distributing  
7406 Route 98  
Arcade, NY 14009

***Reimbursement will be made by credit memo for all qualified claims.***

***Empire Distributing Use***

Sales Manager Signature \_\_\_\_\_ Date \_\_\_\_\_



# TRAVIS INDUSTRIES ADVERTISING RESOURCES

Start planning your 2024 advertising budget at the beginning of the year and base it off of your co-op accrual from last year. Budget accordingly for your planned annual monthly expenses (online, print, TV, etc.). Target specific dates - such as fairs, holidays, and sales events. Do not wait until the end of the year to use your co-op! Your Travis Sales Rep can help you with budgeting and planning your annual marketing expenses.

## MEDIA RESOURCES

Travis Industries provides a variety of advertising resources for you to utilize on the Back Office. All of these resources can be found under the 'Ads & Marketing' tab, which includes ad slicks, web banners, brochures, architect/builder tools, clothing, high-res images, social media assets, store merchandise (POP), release packages by model, TV spots, radio scripts, truck wraps, and more. You can also find monthly sales promotion ideas and marketing assets under 'Sales Specials' on the Back Office home page.

- Ads & Marketing
- Ad Support
- Adsllicks
- Brochures
- Architect/Builder
- Clothing
- Images
- Media Coverage
- Social Media
- Store Merchandise (POP)
- Release Packages
- Showroom Ideas
- TV Commercials
- Promotions

Did you know we also offer customizable ad services? We will work with you to create custom marketing assets that are specific to your store and needs. Contact Anna Corwin at: [a.corwin@travisindustries.com](mailto:a.corwin@travisindustries.com) for custom ad opportunities.

If you work with a local advertising

### PRODUCT NEWS

New Releases  
Product Upgrades  
Discontinued Items

### TECH NOTICES

Troubleshooting & Diagnosis  
Installation Updates  
Field Fix Kits

### SALES SPECIALS

Current Promotions & Sales  
5 Star Program Discounts

### TRAVIS NEWS

Factory Events & Schedules  
Factory & Online Training  
Misc. Travis Shenanigans

company and need to provide them with image assets, you can direct them to:

[www.travisproducts.net](http://www.travisproducts.net)

ID: techone

Password: installit

High-res images and logos can be found under the 'Ads & Marketing' tab.

## STAND ALONE TRAVIS PRODUCT SITES

Travis Industries offers stand-alone product websites for our Lopi and Fireplace Xtordinaire brands that you can display on your own website! These stand-alone sites are similar to our Lopi and FPX consumer websites, except for they show our current PRODUCT ONLY.

Provide these links to your website development team for them to embed into your own website.

[www.lopiproducts.com](http://www.lopiproducts.com)

[www.fpxproducts.com](http://www.fpxproducts.com)

Use Co-Op for Advertising on Facebook and Instagram!

Find examples of Social Media posts and a complete step by step guide to help start or grow Dealer Social Media profiles. This is located under the 'Social Media' tab on the Travis Dealer Website under Ads/Marketing. It includes how to set up your social media page from the start, along with tips and tricks on how to use Facebook and Instagram, posting content, choosing photos, advertising, etc.

5 Key Steps to Dealers Social Media Advertising Success:

1. Ad Budget
2. Targeted Location
3. Ad Length
4. Which Travis brand to advertise
5. Specific units to advertise

Here's a great example of a successful dealer ad:

- Advertising Budget: \$200
- Location: New Jersey & New York
- Ad Length: 9 days
- Audience: Age 25-65+
- Overall Reach: 21,632 people
- Website Clicks to Dealers Website: 1,045
- Dealer Cost per Website Click: \$0.19

For questions, and additional information contact Travis Industries Social Media Specialist, Chylla Novontney [c.novotney@travisindustries.com](mailto:c.novotney@travisindustries.com) or at (425) 609-2517.

If you are not familiar with Facebook or Instagram in general, and want help with this, feel free to give Chylla a call or email as well, and she will assist you.

Social Media - 6 Listings <span style="float: right;">?</span>		
Post Date	Title	Print
7/21/21	<a href="#">FPX Video Shorts</a>	<a href="#">Printer Friendly</a>
7/21/21	<a href="#">Lopi Video Shorts</a>	<a href="#">Printer Friendly</a>
4/15/21	<a href="#">FireplaceX® Social Media Images + Captions</a>	<a href="#">Printer Friendly</a>
4/15/21	<a href="#">Lopi® Social Media Images + Captions</a>	<a href="#">Printer Friendly</a>
3/30/21	<a href="#">Lopi Facebook Page</a>	<a href="#">Printer Friendly</a>
3/8/21	<a href="#">Social Media Presentation</a>	<a href="#">Printer Friendly</a>



# STORE MERCHANDISE DISPLAY PROGRAM

Includes indoor and outdoor banners, signs, window or vehicle wraps, posters and counter cards, and all Travis clothing.

A complete store merchandise P.O.P. (Point of Purchase) catalog is available on the Travis Dealer Back Office website go to “Ads & Marketing/Store Merchandise POP” by brand.

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President’s Club
SHOWROOM	Benefits	Benefits	Benefits	Benefits	Benefits
Annual Credit for Store Merchandise	\$100 Credit	\$200 Credit	\$300 Credit	\$400 Credit	\$500 Credit
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President’s Club Benefits	

## How It Works:

Store Merchandise credit limited to one time per year (you can use this credit amount on any Travis display merchandise).

## Benefits:

- Get maximum exposure of brand awareness for your store.
- Direct customers easily to Travis brands within your store.
- See the Store Merchandise catalog online on the Travis Dealer Back Office.  
Custom material available upon request.
- Any purchase over the designated amount will have available dealer co-op funds applied.
- Please use the Store Merchandise Display Program order form for your one time order.





# LOPI & FIREPLACEX BURN PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
SHOWROOM	Benefits	Benefits	Benefits	Benefits	Benefits
# of Units Allowed Lopi and FireplaceX Models	1 Total after 10 units have been purchased	Up to 4 Total	Up to 6 Total	Up to 8 Total	Up to 10 Total
Dealers with Multiple Stores	No additional models	No additional models	Add 2 Per Location	Add 4 Per Location	Add 6 Per Location
Credit Amount	50%	50%	50%	50%	50%
Exclusive Dealer	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	

## BENEFITS:

These credits give you the ability to display more models on the showroom floor. The more models you burn and display, the greater your sales and benefits.

- All BURN MODELS MUST BE INSTALLED BY September 1st and submitted no later than December 1st of 2024 to receive credit in 2024.

## TO QUALIFY:

**50% CREDIT** | Off the price you paid for the Travis model you choose to feature & burn on your showroom floor in a FINISHED DISPLAY. (Stoves on raised hearth, fireplace and insert with finished surrounds).

- Burn Credits must be submitted 90 days from the time of installation on showroom floor to qualify!
- New burn models cannot replace the same Travis model unless the unit is an upgraded model, including color variations. No duplicate models, including color variations, will receive credit.
- ALL BURN MODELS MUST REMAIN ON THE FLUE A MINIMUM OF 3 YEARS!
- The store must have a good credit history and stay current throughout the year.
- Qualifying Lopi® and FireplaceX® models only!
- DaVinci Custom Fireplaces™ is not part of this program. DaVinci has it's own program (attached) that has different qualification.
- Use the ONLINE BURN CREDIT APPLICATION on your Travis Back Office under My Account for easy Burn Credit Submissions. Credit will be used toward future purchases.
- Contact your Travis Sales manager for Exceptions





# DAVINCI CUSTOM FIREPLACE BURN PROGRAM

These discounts give you the ability to showcase the DaVinci Custom Fireplace™ on the showroom floor and demonstrate all of the DaVinci's incredible features.

DaVinci Dealer MUST BE PRE-APPROVED by their Sales Manager to participate in the DaVinci Custom Fireplace Burn Program!

This is not a yearly reoccurring program.

Burn Credit is rewarded based on the number on DaVinci modules sold during 2024.

Example: DaVinci Cat 1 Linear = 1 Module                      DaVinci Cat 2 Linear = 2 Modules  
 DaVinci Cat 3 Linear = 3 Modules                      DaVinci Maestro = 1 Module

Terms: 1/3 Due after 30 Days, 1/3 Due after 60 Days and 1/3 Due after 90 Days.

Contact your Travis Sales Manager for the total number of modules you qualified for in 2024.

	Modules 0-5	Modules 6-10	Modules 11-15	Modules 16+
	<b>Benefits</b>	<b>Benefits</b>	<b>Benefits</b>	<b>Benefits</b>
DaVinci Custom Fireplaces, Timber Fire, and Maestro Models	0	25% Credit Maximum 1 Model	35% Credit Maximum 1 Model	50% Credit Maximum 2 Models*
Heat Exchanger	0	50% Credit	50% Credit	50% Credit
All Other DaVinci Accessories	0	50% Credit	50% Credit	50% Credit

## QUALIFICATIONS:

- Burn Credit must be submitted 90 days from the time of installation on showroom floor to qualify!
- ALL BURN MODELS MUST REMAIN ON THE FLUE A MINIMUM OF 5 YEARS!
- The store must have a good credit history and stay current throughout the year.
- All BURN MODELS MUST BE INSTALLED BY September 1st and submitted no later than December 1st of 2024 to receive credit in 2024.
- Qualifying DaVinci Custom Fireplace® models:
  - BURN MODEL #1            MUST BE CATEGORY ONE Model with 20" Glass  
Choose from Single-Sided, See-Thru, Corner or Bay Models
  - BURN MODEL #2\*            MUST BE Timber Fire™ or Maestro™ Model  
Choose from 4 ft or 6 ft Models, Single-Sided or See-Thru
- Use the ONLINE DaVinci BURN CREDIT APPLICATION on your Travis Back Office under My Account for easy Burn Credit Submissions.
- See Travis Dealer Back Office for Rules and Restrictions.



# FIRENZE™ INTRODUCTORY BURN CREDIT

**50% Credit First Year, 50% Credit Six Months Later**

**- This is in addition to your qualifying burn credit -**

## QUALIFICATIONS:

- Firenze™ unit must be hooked up and running within 60 days of delivery.
- FOR ALL DEALERS - Firenze™ unit must displace a competitors unit to receive the additional burn credit.
- EXCLUSIVE DEALERS - Must be an additional display to your amazing showroom

## Four Distinct Firenze™ Models

72" x 20" Bay

60" x 20" Single-Sided

66" x 20" Right Corner

66" x 20" Left Corner



Scan For  
Owner's  
Manual



# FIRE GARDEN™ INTRODUCTORY BURN PROGRAM - TRAVIS DEALER

The Travis Industries Burn Program offers you a limited time opportunity to burn and/or display and demonstrate the true beauty and elegance of Travis Industries Fire Garden™ Fire Pit Burner or Complete Fire Pit in your store.

Use the ONLINE FIRE GARDEN™ BURN CREDIT APPLICATION on your Travis Back Office under My Account for easy Burn Credit Submissions.

**50%  
BURN  
CREDIT**

Off the price you paid for the Travis Fire Garden™ model you choose to feature and burn at your store in a finished display. 50% credit.

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
Showroom	Benefits	Benefits	Benefits	Benefits	Benefits
Travis Dealer	Goal is 10 Units Linear or VF Burners ONLY  25% Burn Credit 25% When goal is reached  Maximum 1 Total Burn Credit	Goal is 15 Units Choose any Model  25% Burn Credit 25% When goal is reached  Maximum 2 Total Burn Credits	Goal is 20 Units Choose any Model  25% Burn Credit 25% When goal is reached  Maximum 3 Total Burn Credits	Goal is 25 Units Choose any Model  25% Burn Credit 25% When goal is reached  Maximum 4 Total Burn Credits	Goal is 30 Units Choose any Model  25% Burn Credit 25% When goal is reached  Maximum 5 Total Burn Credits

## TO QUALIFY:

Approved Qualifying Models: (Based on your Star Category)

- |   |                                  |
|---|----------------------------------|
| Linear Fire Pit Burners                       | Voracious Fire Pit Burners       |
| Complete Linear Fire Pits                     | Tempest Torches/Tempest Lanterns |
| Single Sided & See-Thru Linear Gas Fireplaces | 4035 Traditional Gas Fireplace   |
| Prism Custom Gas Fire Sculptures              |                                  |

**Burn models must be installed by September 1st, 2024. Sales goals are based on annual sales.**

The approved model must remain as a burning display for a minimum of 36 months. If a current burn model is removed any time during the 36 month period, dealer agrees to be billed the full cost of the unit.

Complete and submit your FIRE GARDEN™ BURN MODEL PROGRAM credit request online to Travis Industries and include the following information within 90 DAYS of installation date:

- Description of the model featured.
- A COLOR photograph of the unit burning.

The store must stay current throughout the year.

Dealers who lose their good credit standing during the course of the year will have all Fire Garden™ Burn Program applications placed on hold until the time that their account is made current!

Your Travis Sales Manager must approve any changes.

Use the ONLINE FIRE GARDEN™ BURN CREDIT APPLICATION on your Travis Back Office under My Account for easy Burn Credit Submissions.



# EMPLOYEE HOME COMFORT PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
PURCHASING	Benefits	Benefits	Benefits	Benefits	Benefits
Employee Home Comfort Program To help store employees purchase Travis products for their homes.	Travis will credit you 5% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.	Travis will credit you 8% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.	Travis will credit you 10% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.	Travis will credit you 12% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.	Travis will credit you 15% off your column pricing for the purchase of the unit and all accessories for that unit upon submission of the online form.
Exclusive Dealer	Not Available To Star Dealer	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	

**THIS SPECIAL OFFER IS LIMITED TO ONE UNIT PER EMPLOYEE.  
DAVINCI CUSTOM FIREPLACES DOES NOT APPLY!**

## How It Works:

1. Place the order of the Travis fireplace, stove, insert or Tempest Torch you would like, through the store you work for. Participating stores only! Not available to employee friends or their family members. Employee is responsible for cost of pipe or installation.
2. The stove will be available F.O.B for will call at the nearest warehouse or arrangements can be made to combine the stove with the next scheduled store order and delivery by a common carrier. Employee is responsible for all freight costs.
3. Cost: Unit and parts will be billed to the store at full price, credit is given upon receipt of completed online submission. Employee will purchase the unit and parts from their store and pay any applicable sales tax. This program is available on current units only. One stove per employee. Credit invoice used toward future purchases only.
4. Use the Employee Home Comfort Burn Credit Application as shown on page 29. Be sure to provide serial number, Installation date, and color photograph of unit. The photograph must clearly show unit installed and burning in your home.

## Benefits:

- This program is designed to offer retail salespeople, installers, and service technicians the opportunity to purchase a Travis Industries unit for their own home at a deeper discount than dealer cost.
- This program allows these individuals the opportunity to experience and enjoy first hand the beauty, quality and performance of Travis Industries' products. We feel it is important to offer to the very people who make a living selling, installing, or servicing our products the first hand experience and understanding of the true benefits Travis products offers your customers. We feel the positive impact of the ownership experience will benefit the user, and the store owner in an immediate and measurable way.



# EMPLOYEE HOME COMFORT PROGRAM

Due to increased requests and to acknowledge the support we receive from salespeople, installers, and service techs, we are happy to offer you the opportunity to participate in the Employee Home Comfort Program.

This program is designed to offer retail salespeople, installers, and service techs the opportunity to purchase a Travis Industries unit at a cost lower than Authorized Dealers can buy them. Our reason is quite obvious; Travis Industries products are superior and by making these stoves/fireplaces more readily available to the very people who make a living selling, installing or servicing them, we allow you the first hand experience and understanding of the true benefits Travis offers your customers. We feel the impact to the user, store owner, rep, and the manufacturer will be both immediate and measurable.

## TO PARTICIPATE:

1. Place the order of the Travis fireplace, stove, insert or Tempest Torch you would like, through the store you work for. Participating stores only! Not available to employee friends or their family members. Employee is responsible for cost of pipe or installation.
2. The stove will be available F.O.B for will call at the nearest warehouse or arrangements can be made to combine the stove with the next scheduled store order and delivery by a common carrier. Employee is responsible for all freight costs.
3. Cost: Unit and parts will be billed to the store at full price, credit is given upon receipt of completed form.
 

STAR DEALER	5% off your column pricing.
3 STAR DEALER	8% off your column pricing.
4 STAR DEALER	10% off your column pricing.
5 STAR DEALER	12% off your column pricing.
President's Club DEALER	15% off your column pricing.

Employee will purchase the unit and parts from their store and pay any applicable sales tax. This program is available on current units only. One stove per employee.

4. Use the **ONLINE BURN CREDIT APPLICATION** on your Travis Back Office under My Account for easy Burn Credit Submissions. Credit will be used toward future purchases.
5. This special offer is limited to one stove per employee.

**MODEL DISPLAYED**

Serial #: \_\_\_\_\_

Installation Date: \_\_\_\_\_

Model: \_\_\_\_\_

Describe features of unit purchased by employee  
(include all options and pricing)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please Attach A Color Photo Here of  
You and Your Family Your Family  
enjoying your new fire.

Clearly show installed model burning in your home.

For See-Thru Models, Show Pictures of Both Sides

Signatures:  
 Dealer \_\_\_\_\_ Date \_\_\_\_\_ Employee Name \_\_\_\_\_  
 Travis Industries \_\_\_\_\_ Date \_\_\_\_\_



# BUILDER DISPLAY PROGRAM

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	President's Club
<b>Builder Display Program</b>	Travis Industries offers 5% off your price.	Travis Industries offers up to 7% off your price.	Travis Industries offers up to 10% off your price.	Travis Industries offers up to 12% off your price.	Travis Industries offers up to 15% off your price.
Offers builders one display model for Street of Dreams, Parade of Homes, Model Home in a 10 unit minimum Development and Design Center Showroom.	Dealer offers proof of up to 10% discount off MSRP to builder.	Dealer offers proof of up to 15% discount off MSRP to builder.	Dealer offers proof of up to 20% discount off MSRP to builder.	Dealer offers proof of up to 25% discount off MSRP to builder.	Dealer offers proof of up to 30% discount off MSRP to builder.
	Travis will provide promotional display signage for use with the displayed unit.	Travis will provide promotional display signage for use with the displayed unit.	Travis will provide promotional display signage for use with the displayed unit.	Travis will provide promotional display signage for use with the displayed unit.	Travis will provide promotional display signage for use with the displayed unit.
<b>Exclusive Dealer</b>	Does Not Qualify	Receives 4 Star Benefits	Receives 5 Star Benefits	Receives President's Club Benefits	
<b>Commercial Projects</b>	Travis Industries will allow dealers to discount commercial projects with high visibility such as restaurants, hotel, resort lobbies, and other high traffic areas. Amount of discount and approval must be made in writing through your Travis Sales Manager.				

## How It Works:

- The Travis Industries Builder Display Program offers you the opportunity to burn and demonstrate the true beauty and elegance of a Travis wood, pellet or gas stove/insert/fireplace in Street of Dreams/Parade of Homes Projects, Developer/Builder Display Homes (Development must have at least 10 homes) or in a Design Center Showroom.

## How to Can Qualify:

- You receive credit off the price you paid for the Travis models featured when the completed form, invoice showing discount, and advertisement for the event is received.
- **DaVinci Custom Fireplaces DO NOT QUALIFY!**
- You must contact Travis Industries or your distributor for approval.
- One unit per structure/home. Contact your Sales Manager for exceptions prior to pre-approval!

## Benefits:

- Get maximum exposure of product in front of viewing public.
- Helps to offer builders incentives to specify Travis product in their projects.

Use the Builder Display form on the following page



# BUILDER DISPLAY PROGRAM FORM

The Travis Industries Builder Display Program offers you the opportunity to burn and demonstrate the true beauty and elegance of a Travis wood, pellet or gas stove/insert/fireplace in Street of Dreams/Parade of Homes Projects, Developer/Builder Display Homes (Development must have at least 10 homes) or in Design Showrooms. For credit off the price you paid for the Travis models you choose to display and burn in the featured home shows, you must agree to the following:

## Here's How You Can Qualify:

We will match the discount off the Dealer price, not to exceed the percentage as outlined based on the Star Program Level. We will credit to the dealer the appropriate credit of their purchase price based on the Dealers STAR PROGRAM level. DaVinci Custom Fireplaces™ do not qualify for this program.

- STAR DEALERS will receive up to 5% off the product.
- 3 STAR DEALERS will receive up to 7% off the product.
- 4 STAR DEALERS will receive up to 10% off the product.

- 5 STAR DEALERS will receive up to 12% off the product.
- PRESIDENT'S CLUB DEALERS will receive up to 15% off the product.

This will be in the form of a credit on the dealer's account, calculated on dealers cost. We reserve the right to cancel or update this program at any time.

## Submission Requirements

- We will require a copy of the invoice to the Builder that shows the Line item with the appropriate discount that is passed on to the Builder.
- The dealer must fill out the below form completely and provide a picture of the installed unit detailing any options.
- If used in Street of Dreams/Parade of Homes: All burn units for this program must be pre-approved and a copy of the magazine with the ad must be submitted with your claim. Advertisement MUST meet the Travis Co-op guideline.
- Plate map, sales folder or other verification of 10+ home subdivision must be submitted with invoice.
- For pre-approval or if you have any questions, please contact your Travis Sales Manager.

Serial #: \_\_\_\_\_  
 Installation Date: \_\_\_\_\_  
 Model: \_\_\_\_\_

Describe Features of Unit Displayed  
 (include all options and pricing)  
**VENTING NOT INCLUDED!**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Builder Invoice Included  
 Advertisement Included

**Please Attach A Color Photo of the  
 Burning Unit Here.**

Clearly show installed unit in the  
 in the featured home.

This form cannot be submitted online  
 For See-Thru Models, Show Pictures of Both Sides

Signatures  
 Dealer \_\_\_\_\_ Date \_\_\_\_\_  
 Distributor \_\_\_\_\_ Date \_\_\_\_\_  
 Travis Industries \_\_\_\_\_ Date \_\_\_\_\_

Builder \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_







This is an amazing opportunity for you to watch Travis Sales, Tech and R&D staff teach you all about Travis products. The site is interactive with videos, games and tests! The best part? All courses are FREE!

## What's NEW at Travis U

- Simplified access



- New courses covering sales, service and install with NFI and CSIA CEU's credits pending
- 92 Technical and Sales courses available



# FACTORY TRAINING

Factory Training courses will include three-day interactive sessions that will be held on Tuesdays, Wednesdays, and Thursdays. This allows for travel on Mondays and Fridays.

2024 Factory Training Dates:

To Be Determined

\$75 Cost Per Student *(Covers all three days)*

8:00 am to 5:00 pm *(Lunch provided. Optional breakfast available at 7:30 am)*

Day 1 (Tues): Wood, Pellet, & Fire Garden

- New 2024 certified products
- NexGen-Hybrid™ Technology: How it works and how to service
- Deerfield and AGP operation and troubleshooting
- Rules of installation and elements of good draft
- Fire Garden introduction, installation, and troubleshooting

Day 2 (Wed): Gas

- Millivolt, GSB, and GSR2 operation and installation
- Live fire troubleshooting
- How to build the perfect gas fire
- Answers to the most common and uncommon service issues
- New product training

Day 3 (Thurs): DaVinci

- Modular design and custom solutions
- Framing and installation
- Setup of media and interior art
- Heat exchanger
- Indoor window kit

ONLINE REGISTRATION - Register for training courses on the Travis Dealer Back Office under 'Sales, Pricing & Training' --- 'Training - Factory - Classes'. **You must pre-register online to attend the course and secure your spot. Class sizes are limited to 50 students and are offered on a first come, first served basis.**

## ATTENDANCE

Daily course sessions run from 8:00 am to 5:00 pm. You must attend all three daily sessions for the full duration to receive certification.

## SCHEDULING FLIGHTS

Please do not schedule your return flights before 8:00 pm on the day of your final session. You need to allow three hours for travel from the House of Fire, check in and security time before your flight.

## CANCELLATIONS

Please notify us before the course start date if you need to cancel or reschedule. If you do not show up for class and haven't notified us beforehand, you will still be billed for the course amount.



# FACTORY TRAINING

- Prior to attending Factory Training, you must complete all "Hearth 101" and DaVinci Custom Fireplace entry-level courses on Travis University. This will help to ensure that you are prepared for the material being covered throughout these interactive factory training sessions.
- Training certification is valid for up to two years from the course date. Renew or maintain your valid certification by attending Travis Factory Training every two years.

	STAR DEALER	3 STAR DEALER	4 STAR DEALER	5 STAR DEALER	PC DEALER
CUSTOMER SERVICE	Benefits	Benefits	Benefits	Benefits	Benefits
Certified Factory Training at the Travis Mukilteo Factory	Classes, travel and lodging cost are *100% co-opable.  (Does not include incidentals)	Classes, travel and lodging cost are *100% co-opable.  (Does not include incidentals)	Classes, travel and lodging cost are *100% co-opable.  (Does not include incidentals)	Classes, travel and lodging cost are *100% co-opable.  (Does not include incidentals)	Classes, travel and lodging cost are *100% co-opable.  (Does not include incidentals)

Travis Industries started with one man, a 120 square foot Ballard shop, and an espresso (this is Seattle!) His dream has grown into a workforce of hundreds, an 11 acre facility (once owned by Boeing, now owned by Travis Industries), and a family of over 1,000 of the best hearth dealers around the world. Our dedication, enthusiasm, and creativity has "fueled the fire" for over 40 years. Those daily Starbucks® espressos sure helped along the way too!

We'd love to share our passion and knowledge with you in person! Just visit us here at our factory in Mukilteo, WA for one of our re-energized summer training sessions. You'll receive valuable hands on training and breakfast and lunch is on us, and you'll even get a tour of the incredible one-of-a-kind manufacturing plant we call home.

NOTE: Lodging is at host hotels and discounts are based on double occupancy with attendees from same store. Reimbursement will be credited to your store account upon receipt of your travel and lodging bill. Reimbursement will be based on your Star Ranking and available co-op.

**TRAVEL & LODGING:** Reimbursement will be based on your available co-op and will be credited to your store account upon receipt of your travel and lodging bills.

\*Co-op covers up to \$500 for airfare

- Transportation: SeaTac Airport offers rental car options, along with easy ride sharing from main providers like Uber, Lyft, and Wingz.
- Lodging: There are several local hotel options to choose from. Double occupancy rooms are strongly encouraged and more cost-effective for dealers with more than one attendee.



**TRAVIS**  
**INDUSTRIES**  
**THE HOUSE OF FIRE**

## **30% USA ENERGY TAX CREDIT**

### **Effective Dates:**

The tax credit under Sec. 25(C) of the U.S. Internal Revenue Code ("IRC" or "tax code") is in effect from January 1, 2024 for qualifying wood or pellet appliance purchases and installations completed on or after that date, through December 31, 2032.

### **Credit Amount:**

Creates a new tax credit of 30% (capped at \$2000.00) of the purchase and installation costs (including venting, blower, ash pan, trim kits, hearth pad, and labor) for 2024 through 2032 (with no lifetime limit) under Sec. 25C of the U.S. tax code. Tax credit can add up to \$2,000!

### **Qualifying Products:**

Any biomass-fueled heater (wood stove, wood insert, pellet stove or pellet insert) and is 75 percent efficient per the higher heating value (HHV) of the fuel.

The credit must be claimed on the tax return year in which the purchase of the product and installation is complete.

**SEE WEBSITE FOR DETAILS**  
**[www.travisindustries.com/taxcredits/](http://www.travisindustries.com/taxcredits/)**



# 30% USA Energy Tax Credit Qualifying Wood & Pellet Models



## WOOD STOVES

Evergreen NexGen-Fyre™ Legs & Pedestal  
Heating Capacity 2,000 Sq Ft



Rockport™  
Heating Capacity 1,800 Sq Ft



Endeavor™  
Heating Capacity 2,000 Sq Ft



## WOOD INSERTS

Evergreen NexGen-Fyre™  
Heating Capacity 2,000 Sq Ft



Medium Flush  
NexGen-Hybrid™  
Rect. & Arch  
Heating Capacity 2,000 Sq Ft



Large Flush  
NexGen-Hybrid™  
Rect. & Arch  
Heating Capacity 2,500 Sq Ft



## PELLET STOVES & INSERTS

AGP **ALL GRADE PELLET**  
Heating Capacity 2,000 Sq Ft



Deerfield **ALL GRADE PELLET**  
Heating Capacity 2,500 Sq Ft



AGP **ALL GRADE PELLET**  
Heating Capacity 2,000 Sq Ft



## WOOD FIREPLACES

44 Elite  
NexGen-Hybrid™  
Heating Capacity 3,000 Sq Ft



42 Apex  
NexGen-Hybrid™  
Heating Capacity 2,000 Sq Ft



### Also coming in 2024

- 36 Elite NexGen-Hybrid™
- Liberty NexGen-Hybrid™
- Answer NexGen-Hybrid™



# Pellet Stoves & Insert



**ALL MODELS QUALIFY FOR THE USA ENERGY TAX CREDIT**

AGP™ Stove



AGP™ Insert



Deerfield™





# Wood Stoves



Answer  
NexGen-Fyre®

Evergreen  
NexGen-Fyre®

Evergreen  
NexGen-Hybrid™

Endeavor  
NexGen-Fyre®

Endeavor  
NexGen-Hybrid™

Liberty  
NexGen-Fyre®



BOTH QUALIFY FOR THE USA  
ENERGY TAX CREDIT

QUALIFIES FOR THE USA  
ENERGY TAX CREDIT

**FIREPLACE**  
XTRORDINAIR



# Wood Inserts



Answer  
NexGen-Fyre™



Evergreen  
NexGen-Hybrid™



Medium Flush  
NexGen-Hybrid™  
Arch



Medium Flush  
NexGen-Hybrid™  
Rectangular



Large Flush  
NexGen-Hybrid™  
Arch



Large Flush  
NexGen-Hybrid™  
Rectangular



QUALIFIES FOR THE USA  
ENERGY TAX CREDIT

QUALIFIES FOR THE USA  
ENERGY TAX CREDIT

QUALIFIES FOR THE USA  
ENERGY TAX CREDIT





# MV and Deluxe Gas Stoves



Northfield™  
Radiant MV & Deluxe  
Models



Berkshire™  
Radiant MV & Deluxe  
Models



Greenfield™  
Radiant MV & Deluxe  
Models



**FIREPLACE**  
**XTRORDINAIR**

# Wood Fireplaces



42 Apex  
NexGen Hybrid



Medium Flush  
NexGen-Hybrid™  
Arch



44 Elite



QUALIFIES FOR THE USA  
ENERGY TAX CREDIT

**FIREPLACE**  
XTRORDINAIR



# Premium Gas Inserts



32 DVS Deluxe  
EmberGlo™



430 Deluxe  
EmberGlo™



430 Modern Burner  
EmberGlo™



34 DVL Deluxe  
EmberGlo™



616 Deluxe  
EmberGlo™



616 Modern Burner  
EmberGlo™





# Radiant Plus™ Gas Inserts



Radiant Plus™ Medium  
MV & GSB Models



Radiant Plus™ Large  
MV & GSB Models





# Premium Traditional Gas Fireplaces



564 Collection  
4 Models  
564 25K  
564 25K CF  
564 35K  
564 35K CF



864 Collection  
4 Models  
864 31K  
864 31K CF  
864 40K  
864 40K CF



4237 TV  
2 Models  
4237 CF  
4237 Face





# ProBuilder™ Traditional Clean Face Gas Fireplaces



ProBuilder 24 Deluxe



ProBuilder 36 Deluxe



ProBuilder 36 See-Thru



ProBuilder 42 Deluxe





# ProBuilder™ Linear Gas Fireplaces



ProBuilder 42 Linear  
GSB and  
Deluxe Model



ProBuilder 54 Linear  
GSB and  
Deluxe Model



ProBuilder 72 Linear  
GSB and  
Deluxe Models





# Premium Linear Gas Fireplaces



Deluxe 3615 HO Linear



Deluxe 4415 HO Linear



Deluxe 4415 HO ST Linear



Deluxe 6015 HO Linear





# Custom Linear Gas Fireplaces



Single Sided



Left Corner



Right Corner



See Thru



Bay



Pier



Island



See Thru Outdoor





# Firenze™ Collection

## Linear Gas Fireplaces



### **Custom Fireplace Look and Quality, Without the Custom Fireplace Price**

The Firenze™ Collection features four distinct direct vent models, all featuring 20" tall frameless glass, a linear silhouette, and DaVinci's signature inviting flames. The Firenze™ Collection is the perfect solution for those seeking the style and advanced luxury features of a DaVinci, with the warming capabilities and value of a heater-rated fireplace.

- Four Models:
  - 72" x 20" Bay
  - 60" x 20" Single-Sided
  - 66" x 20" Right Corner
  - 66" x 20" Left Corner



# Timber Series™ Collection

## Linear Gas Fireplaces



Innovative luxury meets rustic elegance with the new Timber Series™ by DaVinci Custom Fireplaces™. This captivating collection of four lodge-style fireplaces features an enormous, breathtaking presentation of fire. Gigantic hand-crafted Timber Logs are surrounded by tall flames, a heavy duty steel grate and realistic glowing embers to provide a comforting lodge fireplace that offers the advanced luxury features of a DaVinci Custom Fireplace.

• Four Models:

48" x 30" Single-Sided    72" x 30" Single-Sided  
48" x 30" See-Thru        72" x 30" See-Thru

*\*All models can be featured as an outdoor installation with the optional Exterior Window Kit.*



# Maestro™ Collection

## Vertical Gas Fireplaces





# Maestro™ Collection

## Square Gas Fireplaces





**FIRE**  
GARDEN

*It's All About The Fire*



Complete Fire Pits



Traditional Gas Fireplaces



Tempest Torches



Voracious Fire™  
Square Fire Pit Burners



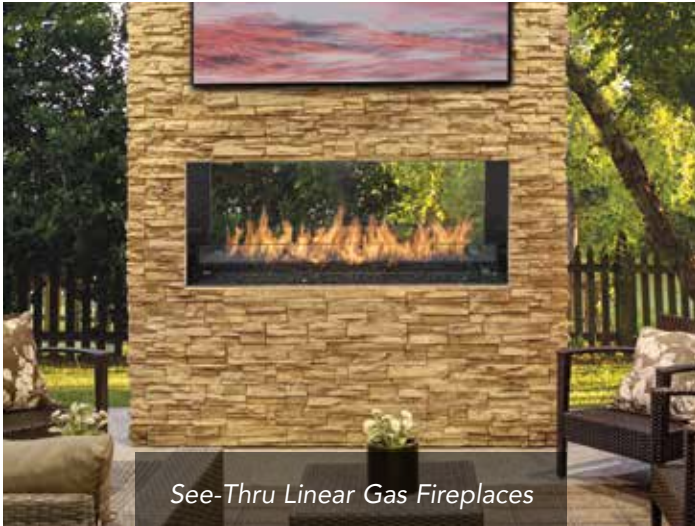
Linear Fire Pit Burners



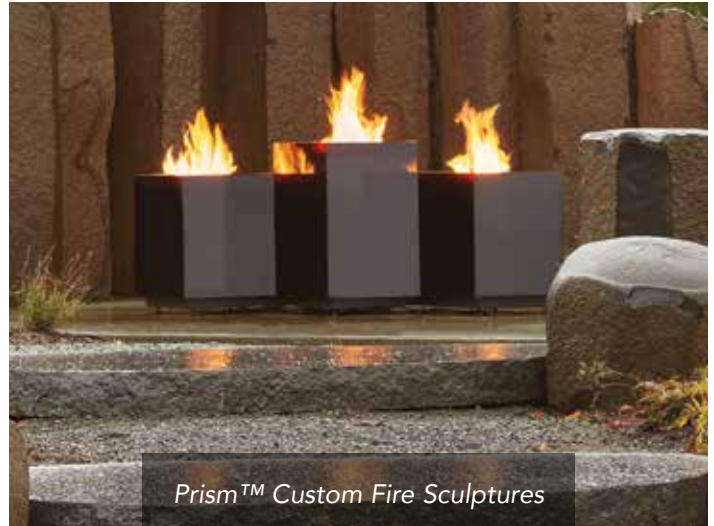
Voracious Fire™  
Round Fire Pit Burners



This captivating collection of outdoor gas fire pits, fire pit burners, fireplaces, and gas torches, feature the most alluring presentations of fire. Allow Fire Garden's mesmerizing flames to bring the magic to 'The Great Outdoors' in your backyard.



*See-Thru Linear Gas Fireplaces*



*Prism™ Custom Fire Sculptures*



*Tempest Lanterns, Single Sided Linear Gas Fireplaces*



**TRAVIS  
INDUSTRIES®**

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