



# SUCCESS IS IN THE BAG

**SAKRETE PRO DEALER PROGRAM**







## WORKING HARD TO MAKE IT EASIER

The concrete business is tough. Tight margins. Demanding customers. Stiff competition.

It's why the Sakrete team is dedicated to making concrete the easiest product in your portfolio. From local manufacturing to support for you and your customers, we work to earn your trust daily.

Quality products. Personalized service. Cutting-edge marketing.

**When you partner with Sakrete, success is in the bag.**







# WHAT DO YOUR CUSTOMERS NEED?

Whether you're running a lumberyard, hardware store, specialty supplier or anything in between, Sakrete can set you apart from the competition with a product lineup customized to your customers.



## CONCRETE

- ◆ GENERAL PURPOSE
- ◆ ADVANCED PERFORMANCE
- ◆ RESURFACING & LEVELING



## MASONRY

- ◆ MORTAR
- ◆ STUCCO & COATINGS



## REPAIR

- ◆ CONCRETE REPAIR
- ◆ MASONRY REPAIR
- ◆ ASPHALT REPAIR



## OTHER PRODUCTS

- ◆ ADMIXTURES
- ◆ CEMENT
- ◆ GRAVEL & SAND
- ◆ GROUT & ANCHORING
- ◆ SEALANTS & ADHESIVES
- ◆ CLEANERS & SEALERS
- ◆ ACCESSORY PRODUCTS



## DETAILS AT YOUR FINGERTIPS

Visit [Sakrete.com](http://Sakrete.com) or scan the QR code to download the complete Sakrete Product Guide.



Scan or Click

Sakrete Product Guide





## IT AIN'T ABOUT WHAT'S EASY

Like you, we work for a living and we're only successful when you are. Your Sakrete rep is always ready to help with an order, a customer, a technical question or anything in between.

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### **PROMISES MADE, PROMISES KEPT**

Besides great product, the personal relationship we have with the Sakrete team is the most important benefit for us.

We're always confident that our rep is on top of our business – if there's an issue, we know right away.

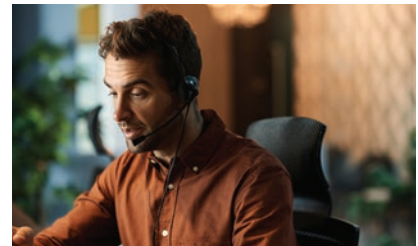
**- Landscape Supply Dealer**  
Atlanta GA





# AN EXTENSION OF YOUR TEAM

You can count on your Sakrete rep for expert advice on every aspect of your concrete offering. From helping develop a customized product mix to maximize margins to training for your sales team to expert technical advice, we're here to help.



## SAKRETE PRO TRAINING

Know more. Sell more. Our Concrete Pro Training courses are custom-tailored to give your team the expert knowledge to sell concrete like a pro.

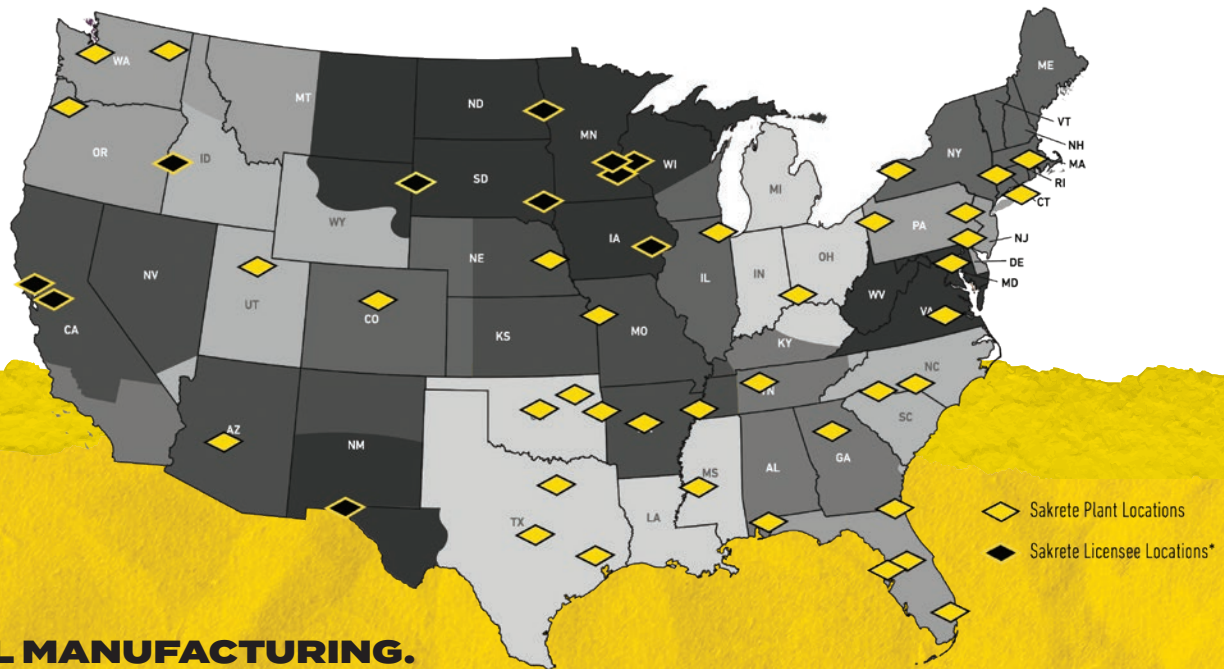
[Sakrete.com/Training](https://www.sakrete.com/Training)

## PERSONALIZED BUSINESS SUPPORT

Customized strategies and materials help you select, promote, display and sell the products your customers are looking for ... and your competitors are missing.

## EXPERT ADVICE ON CALL

Call 866-SAKRETE for access to live Technical Experts from 8a–5p, Monday–Friday. Also available via Live Chat on [Sakrete.com](https://www.sakrete.com)!



## LOCAL MANUFACTURING. NATIONAL SCALE.

Our nation-wide network of manufacturing facilities means we're able to deliver the highest-quality products faster, and more economically.

Plus, we're backed by the power of Oldcastle APG – North America's leading building products company – meaning we've got the scale to support you whether you have one or 100 locations.





# BUILDING LOYALTY. DRIVING DEMAND.

Sakrete invests heavily in cutting-edge advertising, innovative tools, and outside-the-box marketing designed to elevate the brand and drive demand.



## SAKRETE.COM

The go-to resource for complete product information, project guides, and time-saving tools to help pros get the job done right.



- Dealer Locator drives over 300k searches annually – putting your locations ahead of the competition.
- Concrete expertise on demand – technical data, product calculators, project training and more.

## SAKRETE MOBILE APP

The ultimate on-the-job assistant utilizes augmented reality to deliver faster, more accurate estimates every time.



- Eliminates guesswork for pros, and your associates.
- Expertise in your pocket – instantly connect to product knowledge, project guides and more.



## CONCRETE COMBAT

The first-ever concrete competition series. Find out which teams stood strong and which cracked under the pressure at ConcreteCombat.com.

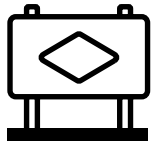


## PRINT AND DIGITAL ADVERTISING

Our advertising targets pro users – the people serious about getting the right mix for their jobs – and drives them to local suppliers like you.

- Millions of monthly impressions keep Sakrete top of mind with the Pro.
- Co-marketing opportunities in print, digital, and social media are limitless – contact us to discuss!





## ENHANCING YOUR IN-STORE EXPERIENCE

You can't move product your customers can't find. Let us help you deliver the best in-store experience possible. Yard signage to in-aisle merchandising, Sakrete is here to make you look good.



### START ON THE RIGHT FOOT

The Authorized Dealer "Welcome Kit" provides a jumping off point for in-store merchandising and team swag.

- Metal Sign
- Two Hats
- Notepads & Pens
- Window Cling
- Gloves
- Counter Mats

### CUSTOMIZED SOLUTIONS

Have a cool idea you'd like to see brought to life? Just ask your rep, and we'll go to work designing a solution for you.

### BIG MARGINS. SMALL FOOTPRINT.

With the 11 SKUs that Pros need to tackle almost every repair, the Concrete Repair Bay is the most productive 2' in your store. Plus, the heavy-duty merchandising cart is provided free of charge with your initial stocking order.



Scan or Click





**READY MADE**  
**PRO GRADE**

**BECOME A SAKRETE DEALER AT**  
**SAKRETE.COM/DEALER**

**FOLLOW US ON SOCIAL**



**CONCRETE IS JUST THE BEGINNING**

As part of Oldcastle APG, North America's leading building products manufacturer, we can connect you to a wide array of products – hardscapes, fencing and decking, soil and mulch, and more. Ask your Rep for more information!