Seco Tools Co-Op Program

In recognition of the added value contributed by our GoldStar Distributors, Seco will provide a co-op budget that can be put towards the reimbursement of approved Seco-specific promotional events, materials, programs, etc. The budget will be calculated as 1% of the Distributor's prior year invoiced net sales with a maximum budget of $10,000. To be eligible to receive a reimbursement on the co-op program, the Distributor must also have an up-to-date Distributor Agreement and Code of Conduct on file. We will also need your organization's current ACH information so that we may correctly process the payment; if the payment destination is in Canada, we will need your organization's Wire information. Please be sure to also check out Seco's B2B portal where you can view your organization's co-op usage detail!

Eligible Activities: The activities below are non-exhaustive; feel free to discuss any idea with Seco Channel Sales: dbd.us@secotools.com. Please note that a maximum of 25% of the budget can be put towards requests for wearables: shirts, hats, jackets, etc. A separate 25% maximum can be put towards private catalogues and flyers.

Expense Type	Description	Co-Op Reimbursement Rate
Digital Assets (Marketing on Demand)	Seco created flyers, web advertising, banners, existing video content	100%
Seco Branded Apparel & Merchandise	Apparel and merchandise ordered directly off the Seco Apparel and Merchandise stores	100%
Co-Branded Printed Literature (Seco printed literature)	Printed brochures, flyers, and literature.	50%
Co-Branded Merchandise & Apparel	Shirts, hats, jackets, etc.	50%
Seco Specific Incentives for Distributor Sales Personnel (spiffs)	Incentives or rewards for sales personnel.	50%
Pro-Rated Trade Show Floor Space Cost and Signage	Trade show exhibits and signage.	50%
Custom Pro-Rated Distributor Catalog Production Expenses	Production of printed catalogs.	Up to 25%
Events Organized by Distributors	Events, seminars, or trade shows.	Eligible (Prorated)
SECO Training Travel Expenses	Lodging, Airfare, Rental Car, Taxi	50%
Sponsorships for Customer Events	Activities and events. (e.g., open house, learning seminars, customer dinners)	Not eligible unless pre-approved
Website traffic campaign		Not eligible
Other Expenses (subject to Seco's sole discretion and preapproval by the Channel Sales Team)	Please contact the Channel Sales Team for more info	Case-by-case basis

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Request Pre-Approval: Reach out to dbd.us@secotools.com to initiate the reimbursement process and receive pre-approval. Provide the details of the co-op activity, including a mock-up if applicable; we will ensure that you have our current logo files. In this step, we will confirm the reimbursement rate and the required information to submit at the time of the reimbursement request.

Co-Op Request Reimbursement: Once the co-op activity has been completed, please provide the invoice for the activity, a completed Co-Op Funds Request Form, and an image of the final product if applicable. You will receive a PDF confirmation with 24 hours that the reimbursement request has been approved and sent to Seco AP for processing. The payment will be processed within two weeks.

For any questions about Seco's Co-Op Program, please reach out to dbd.us@secotools.com.

Best Regards/ Med vänlig häsning,

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