

# Private Label Program Benefits

Private Label Programs are designed to help original equipment manufacturers (OEM's), distributors, oil companies, and marketers increase profits and build goodwill with customers. From small businesses to Fortune 500 corporations, POLARIS Laboratories has been entrusted with providing value-added fluid analysis service branded under their own product lines.

## **Build Goodwill – *Become a Solutions Provider***

- Save your customers time, money and down time - savings they will associate with you
- Differentiate your products and services from that of your competitors
- Bolster customer loyalty with regular sampling programs that establish a strong database of sampling histories - customers become less likely to change vendors and eventually become less price-sensitive

## **Build Brand Recognition – *Be the Company They Think of First***

- Customized sample jar labels and reports put your company name and logo in front of the customer on a regular basis
- The benefits of fluid analysis are strengthened when backed by our superior customer services and attention to the details

## **Increased Profits – *Become a Business Partner***

- Identify opportunities for improvement with product upgrades
- Train your technical and sales personnel to use fluid analysis data as a “door-opener” to selling additional products and services

## **Strengthen Warranty Programs – *Make Something They Already Have Better***

- Identify problems to prevent premature failure and costly warranty claims
- Validate compliance with warranty maintenance requirements
- Reduce customer costs by helping them better manage their assets

## **Data Mining - *Maximize the Power of Their Own Information***

- Breakdown samples by equipment make, model or lube type to quickly pinpoint maintenance issues
- Monitor lube and equipment performance to influence purchasing decisions
- Monitor overall program effectiveness with management reports that can stretch your maintenance dollar

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# Private Label Program How It Works

## How It Works

Unique in several ways, the POLARIS Private Label program customizes fluid analysis for your customer as a value-added benefit to doing business with you. Test packages are designed to focus specifically on the customer's application needs. The advantages are numerous:

- Customized sample jar labels and reports
- Customized web page for retrieving results almost immediately after processing
- Toll-free customer service phone line personalized with your company name
- Sample kits shipped directly to your customers
- User Guide development services to ensure smooth program implementation and training



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# Private Label Program Marketing Services

## Private Label Program Setup

- Online Reporting (HORIZON) is customized with company logo  
HORIZON'S home page is branded and access is provided to the private label's users through a link to [www.eoilreports.com](http://www.eoilreports.com)
- Component Registration Form and Jar Label customized with company logo  
Component Registration Form information is customizable but requires prior approval from the Private Label team. Jar Labels are also customizable with the program's toll-free number, part number (if applicable), and web address. Other information is customizable, but requires prior approval from the Private Label team.
- Toll-free phone number answered in the company's name  
A toll-free phone number can be assigned to a private label program and will be answered in the company's name. Greetings can include up to five different options for their customers to choose from: Customer Service, Sales & Marketing, Computer Software Support, Accounting, and Data Analysis. Options most often chosen are Customer Service, Computer Software Support, and Data Analysis.

## Historical Data Imports

- Data Clean-Up & Manipulation
- Data Prep & Import

## User Guide Development & Rollout Support

- User Guide Development
  - Creation/Print Quotes
  - Customer User Guide Support
- Rollout Support  
Rollout Support consists of, but is not limited to, any marketing materials and services listed under Additional Marketing Services. Services requiring more than four hours will be billed at an hourly rate.

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# Private Label Program Marketing Services

## Additional Marketing Services

- **Program Powerpoints/Online Support - (Powerpoint/Webinar)**  
Powerpoints can be created to help the company rollout their new program and/or educate their dealers/distributors/technical or field staff on their fluid analysis program. If a corporate PPT template is available, it will be used. If not custom graphics will be created based upon the company branded user's guide, website, and/or other marketing materials.

Webinars can be held using POLARIS' GoToWebinar software. Attendees will see the presentation online via their computer while listening over the phone. All communications from the software such as registration pages, invitations, meeting reminders and thank you's can be customized with the company's logo. The software is easy to use and makes educating on behalf of your customer very easy.

- **Flyers, Counter Mats, & Posters (Creation/Print Quotes)**  
Marketing Materials can be designed and branded with company's logo and branding standards. These materials are available in the form of flyers (preferably 8.5 X 11), posters (typically 22" x 28"), and/or counter mats (sizing varies). These materials are created in-house and printing quotes can be provided.
- **Technical Bulletins**  
Technical Bulletins can be written and branded with the company's logo. They are typically about how to read an oil, fuel, or coolant report and can be provided in a electronic format to the customer.
- **Warranty Letter Distribution**  
Letters can be created and mailed on behalf of the company in regards to delays in sampling an end user's equipment. Some warranty programs require regular sampling, and when an end user fails to sample, POLARIS can identify those and send reminders. These letters will be created in-house and submitted to the customer for approval. The letter intervals are determined by the company – which are usually set at 30, 60, and 90 days.
- **Graphic Support (Logo/Graphic File Manipulation/Photos)**  
Graphic Support can be provided in regards to logo re-creation, photo and report manipulation and implementation, or any other request by the company.

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