





To ensure that we maximise the value of our trusted LYSAGHT® brand it is important that we use our brand consistently. This Co-operative Marketing Toolkit has been designed for you, as a Lysaght Sales Professional, as a resource to offer your customers a co-branded LYSAGHT® marketing partnership.

CONTENTS

ntroduction	03
low to use this guide	04
External Signage	05
Print Ads	08
Digital Banners	15
Digital Assets - MREC	16
Pull-up Banners	17
Co-branded Product Display Boards	18
• •	
Co-branded Merchandise	19
Template Request	20



HOW TO USE THIS GUIDE

REVIEW -----

When meeting with your customer to discuss co-operative marketing opportunities, review the artwork solutions and templates contained in the following pages together. Consider how different co-operative marketing approaches can best assist your customer's objectives.

SELECT

Once you have settled on an approach, complete the request form located on the last page. Please send the completed request form (all 3 pages), hi-res versions of your customer's logos (.eps vector files are preferred) and any additional content to marketing@lysaght.com

ORDER <

We will be in touch with any additional questions or requirements. Please note that requests for marketing materials will take 6-8 weeks.







EXTERNAL SIGNAGE

LYSAGHT BRANDED

To be used in conjunction with distributor signage including store front, fence and job sites.

OPTION 1 - LANDSCAPE

Template Number: 1A



- ROOFING & WALLING
- GUTTERING
- FENCING & SCREENING
- PATIOS, CARPORTS& STRUCTURES

INSPIRATION TO BUILD BETTER

OPTION 2 - LANDSCAPE LONG

Template Number: 1B



ROOFING & WALLING • FENCING & SCREENING GUTTERING • PATIOS, CARPORTS & STRUCTURES

INSPIRATION TO BUILD BETTER

OPTION 3 - PORTRAIT

Template Number: 1C



- ROOFING
- WALLING
- GUTTERING
- PATIOS
- CARPORTS
- STRUCTURES
- FENCING
- SCREENING

INSPIRATION TO BUILD BETTER

NOTE: Images and products are placeholders only. These can be changed as required to only approved Lysaght images and products. Signage will be based on product range to suit local market offer.

EXTERNAL SIGNAGE

CO-BRANDED

To be used in conjunction with distributor signage including store front, fence and job sites.

OPTION 1 - LANDSCAPE

Template Number: 2A

Customer logo here

Proud supplier of LYSAGHT® steel building products

- ROOFING & WALLING
- **GUTTERING**
- PATIOS, CARPORTS & STRUCTURES
- FENCING & SCREENING

YSAGHT

INSPIRATION TO BUILD BETTER

OPTION 2 - LANDSCAPE LONG

Template Number: 2B

Customer logo here

Proud supplier of LYSAGHT® steel building products

- ROOFING & WALLING GUTTERING
- PATIOS, CARPORTS & STRUCTURES
- FENCING & SCREENING



INSPIRATION TO BUILD BETTER

OPTION 3 - PORTRAIT

Template Number: 2C

Customer logo here

Proud supplier of LYSAGHT® steel building products

- ROOFING
- WALLING
- GUTTERING
- PATIOS
- CARPORTS
- STRUCTURES
- FENCING
- SCREENING

YSAGHT

INSPIRATION TO BUILD BETTER

NOTE: Images and products are placeholders only. These can be changed as required to only approved Lysaght images and products. Signage will be based on product range to suit local market offer.

EXTERNAL SIGNAGE

CO-BRANDED

To be used in conjunction with distributor signage including store front, fence and job sites.

FENCE MESH SIGNAGE

Template Number: 2D



NOTE: Images and products are placeholders only. These can be changed as required to only approved Lysaght images and products. Signage will be based on product range to suit local market offer.

PRINT ADS - GENERAL

PORTRAIT

OPTION 1

Template Number: 3A



OPTION 2

Template Number: 3B



OPTION 3

Template Number: 3C



PRINT ADS - GENERAL

LANDSCAPE

OPTION 1

Template Number: 4A



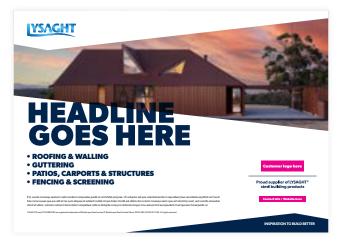
OPTION 2

Template Number: 4B



OPTION 3

Template Number: 4C



ROOFING & WALLING - PORTRAIT & LANDSCAPE

OPTION 1 - PORTRAIT - SEGMENT

Template Number: 5A



OPTION 2 - PORTRAIT - PRODUCT

Template Number: 5B



OPTION 3 - LANDSCAPE - PRODUCT

Template Number: 5C



RAINWATER GOODS - PORTRAIT & LANDSCAPE

OPTION 1 - PORTRAIT - SEGMENT

Template Number: 6A



OPTION 2 - PORTRAIT - PRODUCT

Template Number: 6B



OPTION 3 - LANDSCAPE - PRODUCT

Template Number: 6C



FENCING & SCREENING - PORTRAIT & LANDSCAPE

OPTION 1 - PORTRAIT - SEGMENT

Template Number: 7A



OPTION 2 - PORTRAIT - PRODUCT

Template Number: 7B



OPTION 3 - LANDSCAPE - PRODUCT

Template Number: 7C



HOME IMPROVEMENTS - PORTRAIT & LANDSCAPE

OPTION 1 - PORTRAIT - SEGMENT

Template Number: 8A



OPTION 2 - PORTRAIT - PRODUCT

Template Number: 8B



OPTION 3 - LANDSCAPE - PRODUCT

Template Number: 8C



ZENITH® RANGE - PORTRAIT & LANDSCAPE

OPTION 1 - PORTRAIT - SEGMENT

Template Number: 9A



OPTION 2 - PORTRAIT - PRODUCT

Template Number: 9B



OPTION 3 - LANDSCAPE - PRODUCT

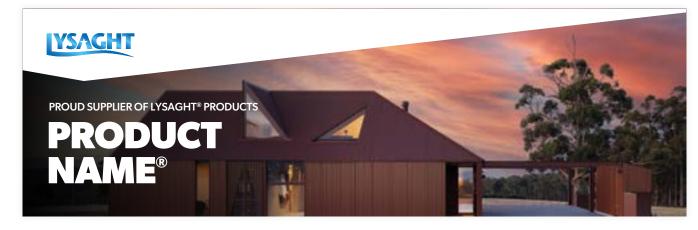
Template Number: 9C



DIGITAL BANNERS

OPTION 1 - PRODUCT

Template Number: 10A



OPTION 2 - PRODUCT RANGE

Template Number: 10B



DIGITAL ASSETS - MREC

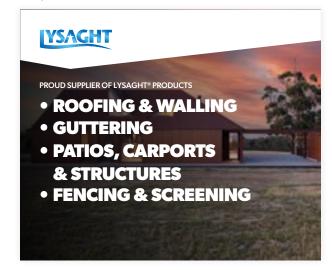
OPTION 1 - PRODUCT

Template Number: 11A



OPTION 2 - PRODUCT RANGE

Template Number: 11B



OPTION 3 - SIMPLE CO-BRAND

Template Number: 11C



PULL-UP BANNERS

LYSAGHT BRANDED OR CO-BRANDED

OPTION 1 - PRODUCT RANGE

Template Number: 12A



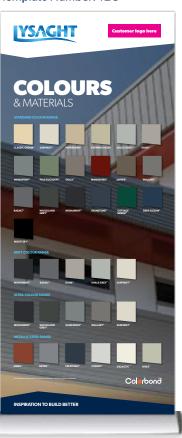
OPTION 2 - BUILD BETTER

Template Number: 12B



OPTION 3 - COLOURS & MATERIALS

Template Number: 12C



OPTION 4 - PRODUCT

Template Number: 12D

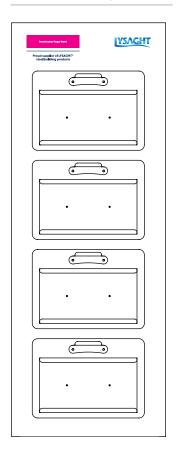


NOTE: A suite of product range, product focus, product material colours or general branding pull-up banners are produced to an Officeworks or similar supplier format. Please advise the Lysaght Marketing Team of any alternative specifications or requirements.

CO-BRANDED PRODUCT DISPLAY BOARDS

Lysaght has a product display board solution which is available for co-branding. Please contact your Account Manager for further information.

Co-branded backing boards





AVAILABLE SAMPLE PADDLES:

- CUSTOM ORB®
- CUSTOM ORB ACCENT® 21
- TRIMDEK®
- SPANDEK®
- KLIP-LOK 700 HI-STRENGTH®
- KLIP-LOK 700 CLASSIC®
- FLATDEK® 250
- FLATDEK® 310
- FLATDEK® 620
- PANELRIB®
- MINI ORB®
- MULTICLAD®
- WEATHERLINE®
- LONGLINE 305®
- DOMINION®
- IMPERIAL™
- BAROQUE™
- ENSEAM®
- SNAPSEAM™

AVAILABLE INFOGRAPHIC PADDLES:

- Materials, Finishes and Colours
- Material Selection

CO-BRANDED MERCHANDISE

Lysaght offer a range of merchandise options, please reach out to your Lysaght representative for details.



TEMPLATE REQUEST

To request a template on behalf of your customer, please send this completed form along with hi-res versions (as .eps or .ai files) of your customer's logo to Lysaght Marketing - marketing@lysaght.com

If you have any questions, please don't hesitate to reach out to the Lysaght Marketing Team for assistance.



