

*Where are we  
cooking today?*

**Certified Barbecue  
Partner Program**

**2021**



*The simplest pleasures  
are the best.*

The flavour of food cooked outdoors. The warm glow of evenings by lantern light. These are the moments and memories that inspire us at Campingaz® and have done so for over 70 years.

Since 1949 we've enhanced people's experience of the outdoors and continue to innovate and inspire through our barbecue range.

Today we still believe in that combination of practicality and inspiration – whether cooking in a garden, on a balcony or camping far from home.

## **We commit, you commit! Become a Campingaz® Certified Barbecue Partner**

### **Exclusive Campingaz® Partner Rewards**

We would like you to benefit from our proven heritage and latest barbecue innovation by becoming a Certified Barbecue Partner<sup>1</sup> and enjoying the rewards of this special relationship.\*



Point of Sale In store and Online	FOC Test Products	Social Adverts	Myagi Training	Web Listing	Online Content
Barbecue POS/ Store in Store Display Digital Banners	1 Attitude LX + 1 Attitude 2go	Branded social advertising directing traffic to retailer's website	Free access to online training portal	Campingaz Certified Partner page	Access to digital support

\*Speak to your Account Manager for pricing, minimum order and range commitment details.

## Point of Sale

Our 2021 barbecue range is highly innovative and we will be promoting the range with both feature and model specific point of sale.

## Barbecue Store in Store displays<sup>2</sup>

To display the whole package of Campinggaz® barbecues to their best effect we will supply our newly designed Store in Store display. This display has been created to promote the benefits of our barbecues and encourage your customers to invest in quality time cooking out of doors.

## Digital Banners

We will create banners for your digital and social media requirements to ensure the 2021 range of Campinggaz® barbecues catch your customers eye.

## Test Products<sup>3</sup>

To ensure you and your colleagues get 'hands on' with our barbecues you will receive an Attitude LX table-top barbecue and new Attitude 2go portable barbecue.



New Campinggaz® Store in Store displays featuring latest branding, graphics and lifestyle lighting.

Campinggaz® Attitude 2go CV stand with barbecue cover display created to match current Attitude display stands.





## Social Media Adverts<sup>4</sup>

Based on the success of our 2020 Campingaz® social media campaigns we will run social media campaigns for our 2021 barbecues. These promotions will highlight all the features of the range as well as directing all click throughs directly to your website.

## Myagi Training

We have been creating a suite of product training packages through the online training resource – Myagi. This training resource is free for you to access and you will be able to ensure your colleagues are up to speed on many Campingaz® products by viewing videos and completing a training program.



Myagi Training – 24/7 product training for your colleagues to keep up to speed on many of the products in the Campingaz® range

## Web Listings<sup>5</sup>

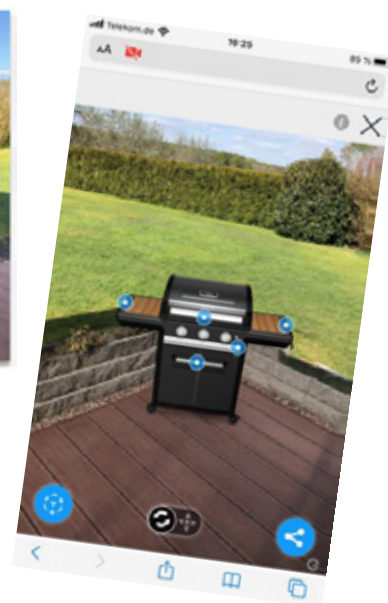
As a Certified Campingaz® Barbecue Partner your company logo will feature on our dedicated Partner page with links through to your website, ensuring consumers are given direct access to your business.

## Online Content

We are continually improving our online content and along with feature and product images we can now supply 3D-360° interactive videos of many of our barbecues as well as our new Augmented Reality allowing you to virtually place a barbecue into your own space and then utilize all the features of the 360 interactive videos.



3D-360° interactive videos of our barbecues to remotely view all the product features



Augmented Reality – no additional app or software required. Just take a snap of your location and the barbecue is positioned within your own outdoor space

## TERMS AND CONDITIONS

1. Certified Partner rank is determined by the number of committed orders in Q1 2021, deliverable in Q1 2021 (1st delivery) and Q2 2021 (2nd delivery). Continued participation is conditional that a Partner will remain within current rank or upgrade verses prior year. A reduced commitment will result in exclusion from the program
2. Installation of POS displays must be carried out before 31.03.2021
3. Test model value @ trade cost
4. Facebook adverts to be created by Coleman and targeted to appropriate consumer demographic. Click thru to 'buy it now' page on retailers website. Timing to be communicated by Coleman and all analytics shared post campaign
5. Retailer name and logo placed on the Certified Partner page of Campingaz website with link

## Coleman UK

The Courtyard, Wraxall Hill, Wraxall, Bristol BS48 1NA  
Tel: 01275 845024 | [info@newellco.com](mailto:info@newellco.com)