

For over 50 years pets and pet parents have enjoyed the superior quality of crates, kennels, small animal habitats, beds, birdcages, and pet accessories made by **MidWest Homes for Pets**.

To better enhance our current and new retailers' **bottom line**, we are introducing the exclusive benefits of **MidWest Homes for Pets** new three-tier **Incentive Dollar & Sense - Authorized Dealer Program**.

Mid-West Metal Products has been a successful family owned and operated business for 90 years. In the 1950's Mid-West discovered they had the resources and knowledge to produce innovative, top of the line wire crates for dogs - and that's how it all began . . .

They quickly became a market leader and a resource for consumer education on the benefits of wire crates and using wire crates for training and housebreaking puppies.

By the time **MidWest Homes for Pets** became a division of the company in the 1980's, we had expanded our array of products to include habitats for small animals and birds. Today, we offer a full line of fabric products including beds, throws and crate mats, as well as vehicle barriers, wood gates, waste tools, grooming tables, and much more - all backed by a guarantee of quality and longevity through thorough research, responsiveness to consumer feedback, and rigorous product testing.

Becoming a **MidWest Authorized Dealer** will immediately set you apart from your competitors . . . your business will distinguish itself by offering the markets leading pet products backed by extended warranties, volume rebates, increased co-operative advertising assistance; free POP signage and consumer educational materials; professional, prompt and helpful sales support from MidWest home quarters in Muncie, Indiana.

MidWest will bring new customers into your stores . . . - let them know that you sell **MidWest** by becoming an Authorized Dealer today !

For Details, Terms, and Conditions About our Three-tier Authorized Dealer Program visit www.midwesthomes4pets.com/AuthorizedDealer - contact your MidWest representative or call 800 428 8560.



P.O. Box 1031 Muncie, IN 47308 USA
www.midwesthomes4pets.com

90 Since 1921
years



Incentive
Dollars & Sense™

Authorized Dealer Program





Purchase \$1,500 or more in MidWest products on a quarterly basis and receive:

- Free Point of Purchase Materials
- Free Signage Materials
- \$50 Quarterly Co-Op Advertising Fund

Purchase \$3,000 or more in MidWest products on a quarterly basis and receive:

- Free Point of Purchase Materials
- Free Signage Materials
- \$100 Quarterly Co-Op Advertising Fund
- 3% Rebate of Net Purchases for Each Quarter
- The Opportunity to Opt in to our Dry Paws Reward Program

Purchase \$6,500 or more in MidWest products on a quarterly basis and receive:

- Free Point of Purchase Materials
- Free Signage Materials
- \$250 Quarterly Co-Op Advertising Fund
- 6% Rebate of Net Purchases for Each Quarter
- Web Advertising on Our Website
- The Opportunity to Opt in to our Dry Paws Reward Program
- An Extended Manufacturers Warranty

A U T H O R I Z E D

P R E M I E R

P L A T I N U M