



WHY CHOOSE ALTA?



*Because good things
come in threes...*

- > ELITE PARTNER LOYALTY PROGRAM BUILT FOR YOUR PROFIT
- > TENURED & DEDICATED SERVICE TEAMS
- > A COMPLETE PRODUCT RANGE

ALTA
WINDOW FASHIONS

design simplified

ELITE PARTNER PROGRAM



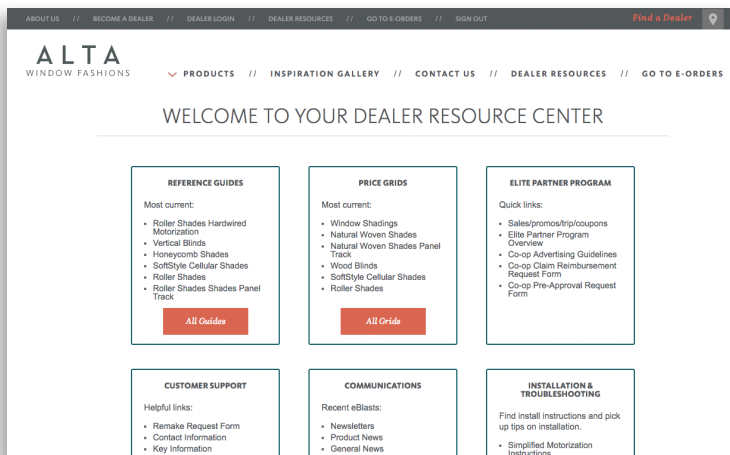
“The trimester promos are huge and make a difference — they give me a competitive advantage. The rush & oops coupons are awesome. I didn’t join the program for the trips but we have come to enjoy them and look forward to them. Thank you for a great program.”

—STEVE ROBERTS,
AFFORDABLE BLINDS & SHUTTERS, INC. KANSAS CITY, MO

UNPARALLELED SERVICE

“We have worked with Alta since 1999 and from the very first month, my sales rep took an interest in our company’s growth. Since then, our relationship has grown beyond business-to-business to feeling like a partnership. When times got tough a few years ago and other companies cut back on service, Alta seemed to add to their service and concern for their dealers. With Alta’s help, we have grown our business beyond any expectations.”

—TERRY & CONNIE ROUDENBUSH,
DESIGNER WINDOW FASHIONS, BORDEN, IN



We have streamlined the dealer-to-consumer experience so you can not only close the sale, but also process and service the sale with ease and efficiency.

Our online Dealer Resource Center provides quick links to track sales, orders and promotions which means you have immediate access to your business 24/7. Customizable marketing tools? You bet. And our tenured service teams are trained then tested then trained some more to ensure you have an expert who’s got your back.

Alta's signature loyalty program provides exclusive benefits and rewards that you customize for your market, your business. Putting you in control of your profitability.

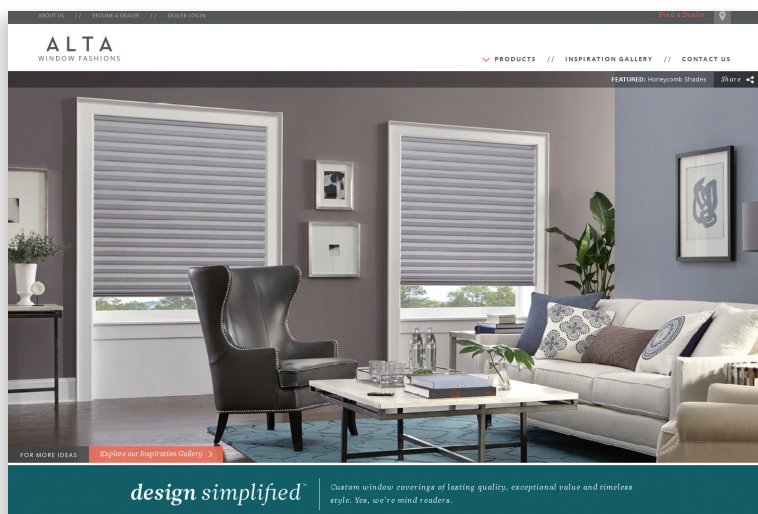
Elite Partners are more Profitable. It's a fact.

90% of our dealers say so. Grow your business to a monthly minimum, and gain access to the industry's most comprehensive promotions program ready to customize to your style of selling and your clients. 19 promotion options across 8 product categories means success is virtually foolproof.

Exceed the threshold, and you've unlocked the gateway to our Five-Tiered incentive program that includes year-round promotions, loyalty rebates and a luxury trip! We value your loyalty, but also think hard work deserves a reward all its own.



COMPREHENSIVE PRODUCT COLLECTION



“Alta offers a complete range of phenomenal window treatments and options – both for my high-style clients and those on a budget – all at an exceptional value. They are fully invested in my success and profitability thanks to loyalty discounts and promotions.”

—TROY PARKIN,
THE BLIND SPOT, CENTERVILLE, UT

Alta's full product line is virtually second to none.

Classic, hardworking styles including innovative cordless options that are not only certified Best for Kids, but remain the #1 choice of interior designers for a clean, modern profile. Natural fiber wovens to high-performance black-out fabrics in a rainbow of hues guaranteed to work with any decor. Even GreenGuard certified options.

Work with perennial favorites in energy-efficient Honeycomb, Window Shadings and Roller Shades, high-design from Natural Wovens or Custom Shutters, classic Wood and Faux Wood Blinds...even tried and true Aluminum Blinds. Did we miss anything?

An inspiring, robust website, instructive YouTube videos and elegant yet user-friendly Sample Books make showing our exciting product assortment a breeze.



PROGRAMMED TO SUCCEED



Learning curve? What “learning curve?”
Our loyal support begins at Day One with
our **ALTA ACCELERATOR** Program:

- > **15% Discount**
Four months of instant profitability.
- > **No Fault**
\$2,500 allowance for 120 days.
- > **No Push Back**
100% at your side.

Contact us to make this
your most profitable year yet.
And become an Alta partner for life.

ALTA
WINDOW FASHIONS
design simplified™

www.altawindowfashions.com

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