

Seachem
SelectDealer
Program

Supporting the development of the independent pet dealers and
aquatic hobbyists



Seachem Select Dealer Program Introduction

Supporting the development of independent pet dealers and aquatic hobbyists

Seachem Laboratories was founded with the simple concept of producing innovative, quality products that perform as advertised. These products were developed with the objective of making the hobby more enjoyable by increasing the success rate for the average hobbyist, while decreasing the drain on the wallet. We have always stood by those pet stores that have offered the knowledge and service that drives the hobby and ultimately the industry as a whole. Seachem continues to hold true to this philosophy today. As a direct result, we have experienced exceptional growth and success as one of the leading manufacturers of innovative products for the aquarium hobby. Throughout this steady growth, there have been many changes within the industry as well as in the aquarium hobby.

One of the most disturbing trends in many industries seems to be a push toward a much less personal and much more sterile style of business. This trend runs contrary to the basic foundation of Seachem's primary philosophy in that it ultimately robs the hobbyist and pet stores of the service and knowledge so vital to the hobby. We believe that this is exactly where the independent store owners and operators will be able to make their mark of success in the approaching years. Consequently, we are increasing our efforts to support the development of the independent pet dealers and aquatic hobbyists.

We proudly offer the Seachem Select Dealer Program, available to qualified pet stores. This is not a bulk or volume purchasing program. Instead, this program was developed to assist in any manner feasible and reasonable those businesses which work to support Seachem. Further information regarding the specifics of this program is outlined in the following pages. We believe this program offers a maximum level of service and benefits to all involved. If you have any questions or further interest, please contact a Seachem Select Dealer representative at 888-SEACHEM. We offer this opportunity to more effectively serve you and your customers in order to further develop the pet industry and the aquarium hobby as a whole. Thank you for your support.

What the stores are saying...

I currently maintain about 4000 gallons of saltwater in 14 different systems in my store, plus 40 customer tanks, and I use Seachem products in all of them with great success. If I have a problem I am not able to diagnose myself, a simple phone call to you will quickly resolve the problem. With all the knowledge I have gained through the Select Dealer program, I am better able to serve my customers and help them maintain healthy reef environments with little or no problems at all.

—Waters of the World, Evansville, IN

In all of my years maintaining aquariums I have tried many products on the market, Sadly most of the products I tried did not work; this is not the case with Seachem. Their products have been meticulously researched and tested before they release them to the public. I found this out when I attended their inaugural platinum training program in April 2007. The staff at Seachem is second to none. I observed a group of individuals with one goal in mind. That goal was to provide the aquarium hobbyist with the best possible product available.

—American Aquarium & Pet Supply Inc.
Orefield, PA

To my knowledge, no other aquatics oriented manufacturer provides the level of training and technical support equal to what we receive from Seachem. As a "Gold Dealer", we were given an opportunity to go to Seachem's corporate headquarters and manufacturing facility for a comprehensive two-day training session.

We have a better understanding of how Seachem products integrate into the larger picture of helping our customer base become successful aquarists, which is our ultimate goal. In my opinion, it gives us a competitive advantage over those organizations that do not take the time to train their employees properly. That is why we consider our partnership with Seachem so essential.

—Old Orchard Aquarium
Skokie, IL

Benefits

Bronze Benefits

- Priority listing on the Seachem website above non-Select Dealers
- Phone calls approximately every 8 weeks by a Select Dealer Representative to assist with any questions, supply issues, marketing needs, etc.
- Informational literature in the form of “InfoGrams”
- Posters, shelf strips, t-shirts, window decals and other marketing tools upon request
- Information on all new products before they are available to the general public and courtesy samples upon request.

Bronze, Silver, Gold, and Platinum dealerships will only be awarded after a dealer’s Seachem Sales Representative verifies that the requirements have been met.

Bronze dealers meet the minimum requirements to be a Select Dealer and receive all benefits listed above. Silver, Gold and Platinum benefits extend beyond those of a Bronze dealer. See below for details.

Silver Benefits

Same as **Bronze** Select Dealer Benefits, **plus**

- Priority listing on Seachem’s Dealer Locator page, appearing above Bronze select dealers, and will be identified as having achieved Silver Status
 - Three (3) items of their choice from Seachem’s list of store use products each quarter
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Gold Benefits

Same as **Bronze** Select Dealer Benefits, **plus**

- Priority listing on Seachem’s Dealer Locator page, appearing above Bronze and Silver select dealers, and will be identified as having achieved Gold Status
 - Six (6) items of their choice from Seachem’s list of store use products each quarter
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Platinum Benefits

Same as **Bronze** Select Dealer Benefits, **plus**

- Priority listing on Seachem’s Dealer Locator page, appearing above Bronze, Silver, and Gold select dealers, and will be identified as having achieved Platinum Status
- Store use product upon request within reason
- Golf Shirts for employees identifying them as Platinum Select Dealers
- Plaque identifying their status as a Platinum Select Dealer
- Employees that have qualified for Seachem Certification will receive an embroidered golf shirt identifying them as Seachem Certified and a plaque certifying their status

Requirements

Bronze Requirements

- Bronze status must be verified by a Sales Rep. Requires **40 SKU's** of the dealer's choice
 - If any Specialty listing criteria are met (see next page), the dealer will be listed in all appropriate categories on the Seachem website
 - Bronze Select Dealers are subject to semi-annual review in order to maintain status
-

Silver Requirements

- Silver status must be verified by a Sales Rep. Silver status will not be confirmed by fax or e-mail.
 - Requires 70 SKU's, with 50 in the following configuration:
 - I. 15 SKU's from the Conditioners category
 - II. 10 SKU's from the Filtration category
 - III. 10 SKU's from the General category
 - IV. 15 SKU's of the Dealer's choice from entire line including aquavitro
 - In addition, at least one of the following criteria must be met
 - I. 20 SKU's from Reef category
 - II. 20 SKU's from Plant category
 - III. 15 SKU's from Conditioners category plus 5 from any other category
 - Silver select dealers are subject to quarterly review in order to maintain Silver status
-

Gold Requirements

- Gold status must be verified by a Sales Rep. Gold status will not be confirmed by fax or e-mail.
- Requires 101 SKU's, with 76 in the following configuration:
 - I. 20 SKU's from the Conditioners category
 - II. 12 SKU's from the Filtration category
 - III. 12 SKU's from the General Category
 - IV. 25 SKU's of the Dealer's choice from entire line
 - V. The aquavitro line (7 SKU's)

Requirements

- In addition, at least one of the following criteria must be met:
 - I. 25 SKU's from Reef category
 - II. 25 SKU's from Plant category
 - III. 15 SKU's from Conditioners category plus 10 from any other category
 - Gold Select Dealers are subject to quarterly reviews in order to maintain Gold status
-

Platinum Requirements

All Gold Select Dealer requirements apply, **plus**

- Seachem holds quarterly training courses at our facility in Madison, GA. These two-day courses encompass a broad range of information on the chemical and biological interaction of Seachem products in aquaria. In order to reach Platinum status, dealers must have two (2) employees on staff that have been through the training course and are "Seachem Certified", in addition to maintaining the requirements for Gold Select Dealership. Employees sent to Seachem for training will have their hotel rooms paid for by Seachem. Meals will be provided. If the employee must take a flight to reach Seachem, the dealer will be provided with a product package valued up to \$250 retail to help defray the travel costs.
 - If a current Platinum Select Dealer falls below the two certified employee minimum for any reason, that dealer will be given a one-year grace period to either send another employee for certification or hire a certified employee to maintain Platinum status.
 - Platinum Select Dealers are subject to monthly reviews in order to maintain Platinum status.
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Requirements for Specialty Listing on Seachem Website

Dealers meeting any of the requirements below will be denoted by a unique icon signifying their specialization

- I. For "Reef" qualification: 20 SKU's from Reef category
- II. For "Plant" qualification: 15 SKU's from Plant category
- III. For "General" qualification: 20 from any combination of Conditioners, Filtration, or Miscellaneous
- IV. For "aquavitro" qualification: 7 SKU's
- V. For "Pond" qualification: 7 SKU's from Water Garden Oasis line

Top 6

Reasons to Attend Seachem Platinum Training

Learn valuable information about the scientific aspects of the hobby

Some of the talks will cover aspects of the hobby from a scientific standpoint including terminology, fundamentals of chemistry, and even why it's not scientifically possible for some products to function the way they claim to.

Learn more about how Seachem products work and how to sell them

At Seachem's Platinum training, you'll learn how Seachem products work and why they work. You'll also learn how and when to sell them. Consumers trust an informed sales staff, which means they'll come back to your store anytime they need advice.

Experience a boost in sales

Knowing more about the products you are selling means you can effectively sell more. It's not uncommon for us to hear back from stores that have doubled their sales of Seachem, some in as little as three months. Beldt's Aquarium in Hazelwood, MO reported an increase of sales by 7 times over a two month period.

Gain an understanding of how the industry operates from a manufacturer's standpoint

Perspective is everything. Even the president of Seachem once managed a pet store. We know where you're coming from. This is your chance to learn about some of the hurdles that a manufacturer has to deal with from misinformation in the hobby to regulatory agencies.

Develop a personal relationship with one of the leading manufacturers in the industry

You know your sales rep, but at Platinum training you'll have the opportunity to speak with our tech support staff in person, as well as sales reps from other regions and even the president of the company.

The prestige

We only hold Platinum Training a handful of times each year, so Platinum stores are a rare breed. You'll be amongst a very few uniquely qualified stores that have received Platinum certification.

Topics and Highlights

- **Tour of the Georgia Aquarium**
- **Welcome, tour of Seachem facility**
- **Chemistry overview**
- **Conditioners that Work Unconditionally**
Conditioners
- **Fresh Ideas for Freshwater**
Community, Discus, Betta, Goldfish
- **Let's Get Something Clear...Your Water for Starters**
Filtration, Hardware
- **H2Grow**
Planted, Substrates
- **Checked Your Levels**
Water Testing
- **Dinner with Seachem**
- **Environmental Replication...Yet to be Replicated**
Cichlids and Discus
- **The Doctor is in**
Medications, Appetite & Health
- **Sea-ing is Believing**
Saltwater, Substrates
- **aquavitro**

“ Since we attended the classes, our Seachem sales have improved over past years and the support the store receives from the Seachem staff is without a doubt, the best in the industry. I can see confidence in my employees when talking to customers about their aquariums and how Seachem products can enhance the health and vibrancy of their livestock. When they know they are giving the correct advice about a product or condition, it shows in the way they respond to customers. The training is just one more thing that sets us apart from the average local fish store. ”

—Dan Campbell
Waters of the World, Evansville, IN

House of Fins has long been an advocate and user of the quality products manufactured by Seachem for the hobby.

From our retail shop and showroom to the custom installations and maintenance customers, and of course our own show tanks, it would be hard to find an aquatic environment without a Seachem product present.

That being said, it was the Select Dealer Certification Program and benefits brought forth by obtaining Platinum status that has served as a catalyst in our continued growth. The accessibility to members of all departments throughout continues to reinforce my belief that Seachem values our relationship and understands the needs of the independent dealer's dynamically changing environment.

—Robert Bray
House of Fins, Greenwich , CT

We have taken advantage of the Platinum Dealer certification program and the end result has been not only more than doubling our Seachem sales, but also a significant increase in our aquatics department across the board. Our staff is more knowledgeable and confident in the ability to suggest the right products, their usage, and in turn create successful satisfied repeat customers

—Lee Junge
American Aquarium & Pet Supply, Orefield, PA



Seachem Select Dealer Product Categories

Liquid analogs of dry product are acceptable in all cases

Filtration

- MatrixCarbon
- PhosGuard
- SeaGel
- Purigen
- CupriSorb
- HyperSorb
- Renew
- Matrix
- de*nitrate
- The Bag

Reef

- Reef Fusion 1 **NEW**
- Reef Fusion 2 **NEW**
- Reef Complete
- Reef Carbonate
- Reef Plus
- Reef Calcium
- Reef Strontium
- Reef Iodide
- Reef Adv. Calcium
- Reef Adv. Strontium
- Reef Adv. Magnesium
- Reef Kalkwasser
- Reef Trace
- Reef Dip
- Reef Builder
- Reef Buffer
- Reef Pack: Fundamentals
- Reef Pack: Enhancer
- Reef Salt
- Meridian
- Gray Coast
- Kona Coast
- Pearl Beach
- Silver Shores

Miscellaneous

- Entice
- GarlicGuard
- Nourish
- Vitality
- Betta Banquet
- NutriDiets
- Ammonia Alert
- pH Alert
- Test Kits
- RO Units
- Medications
- Onyx Gravel
- Water Garden Oasis

Planted

- Flourish
- Flourish Iron
- Flourish Excel
- Flourish: Nitrogen
- Flourish: Phosphorus
- Flourish: Potassium
- Flourish Trace
- Flourish Tabs
- Flourite
- Flourite Red
- Flourite Dark
- Flourite Black
- Flourite Black Sand
- Onyx Sand
- Plant Pack: Fundamentals
- Plant Pack: NPK
- Acid Buffer
- Alkaline Buffer
- Equilibrium

Conditioners

- Prime
- Stability
- Clarity
- StressGuard
- AmGuard
- Replenish
- Neutral Regulator
- Acid Regulator
- Alkaline Regulator
- Marine Buffer
- Marine Salt
- Discus Buffer
- Cichlid Lake Salt
- Malawi Buffer
- Tanganyika Buffer
- American Cichlid Salt
- Live Bearer Salt
- Gold Salt
- Gold Buffer
- Gold Basics
- Betta Basics
- Fresh Trace
- Marine Trace
- Cichlid Trace
- Discus Trace
- Gold Trace

aquavitro

- salinity **NEW**
- calcification
- eight.four
- balance
- ions
- vibrance
- fuel
- alpha

Seachem Store Use Product List

Products sent will be 4 L if liquid, 4 kg if powder

- Prime
- Stability
- Clarity
- StressGuard
- NEW** ● Replenish
- Acid Regulator
- Alkaline Regulator
- Discus Buffer
- Live Bearer Salt
- Neutral Regulator
- Liquid Neutral Regulator
- Cichlid Lake Salt
- NEW** ● American Cichlid Salt
- Malawi/Victoria Buffer
- Tanganyika Buffer
- GarlicGuard
- Entice
- Vitality
- Nourish
- NEW** ● alpha (aquavitro)
- NEW** ● balance (aquavitro)
- NEW** ● calcification (aquavitro)
- NEW** ● eight.four (aquavitro)
- NEW** ● fuel (aquavitro)
- NEW** ● ions (aquavitro)
- NEW** ● vibrance (aquavitro)
- de*nitrate
- MatrixCarbon
- Matrix
- PhosGuard
- SeaGel
- Acid Buffer
- Alkaline Buffer
- Equilibrium
- Flourish Excel
- Flourish Iron
- Flourish Nitrogen
- Flourish Phosphorus
- Flourish Potassium
- Flourish
- Marine Buffer
- Liquid Marine Buffer
- NEW** ● Reef Fusion 1
- NEW** ● Reef Fusion 2
- Reef Adv. Calcium
- Reef Adv. Magnesium
- Reef Adv. Strontium
- Reef Buffer
- Reef Builder
- Reef Calcium
- Reef Carbonate
- Reef Complete
- Reef Iodide
- Reef Plus
- Reef Strontium
- RO Carbon Cartridge
- RO Sediment Cartridge

At a Glance

Seachem Select Dealership Requirements

	Bronze	Silver	Gold	Platinum
Total SKU's required	40	70	101	101
Review period	Semi-annual	Quarterly	Quarterly	Monthly

Required SKU's

Conditioners		15	20	20
Filtration		10	12	12
Miscellaneous		10	12	12
Any	40	15	25	25
aquavitro			7	7

In addition at least one of the following criteria **MUST** be met

Conditioners		15 + 5 Any	15 + 10 Any	15 + 10 Any
Plant		20	25	25
Reef		20	25	25

Additional requirements

				2 Seachem certified employees
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Number required for Specialty listing on Seachem website

General Specialty	20 from any combination of Conditioners, Filtration, or Miscellaneous
Plant Specialty	15
Reef Specialty	20
aquavitro Specialty	7
Pond Specialty	7

Seachem Select Dealer Program Registration

Fill out this form, detach and return to Seachem to complete your registration.

Submitting this form is an acknowledgment of your consent to receive promotional related faxes and or emails from Seachem on a monthly basis.

Dealer Name:

Dealer Owner:

Dealer Contact:

Mailing Address:

Shipping Address:

Telephone:

FAX:

Website:

email:

Distributor of Choice:

2nd Choice Distributor:

3rd Choice Distributor:

Print Name:

Signature:

Date:

