



Dear Sir/Madam,

Many thanks for your interest in becoming an approved distributor of Dura Composites products and solutions.

Dura Composites is a leading global supplier of composite products for flooring, structures and façades, ideal for industrial, rail, marine, landscaping and architectural applications, many of which are hugely eco-friendly. Incorporated in 1996, our UK headquarters is dedicated to innovation to ensure that Dura Composites is always at the forefront of composite material technology.

Our growing team have extensive knowledge and practical experience of fibreglass reinforced plastic, timber composites and other related emerging materials. The range of products on offer is vast, from floor walkway grating, through decking, cladding and hand railing to lift risers or trench covers. All products offer customers a low life cycle cost thanks to their long life expectancy and also low maintenance requirements.

Dura Composites is fully committed to helping guide our customers towards choosing the best materials for their project and all our team, along with our valued agents and distributors, play a critical role in the process of continually improving how we fulfil this commitment.

If you're interested in becoming an authorised Dura Composites distributor, please review and complete the elements outlined below, and return your submission to Dura Composites for careful consideration.

The following is a list of mandatory requirements and expectations at Dura Composites in order to become an approved overseas distributor.

**Please produce a brief Business Plan to include the following items:**

1. Notification **of all parties** that will be involved with your proposal (i.e. sister companies, holding companies, partner organisations, any 3rd party links)
2. **Company Information** (Turnover, Number of Staff, Typical Customers, Number of Sales reps)
3. **Which region(s)** would you like to apply for?
4. **What products** are you seeking to represent? i.e. Landscaping, Architectural, Industrial, Marine, Rail?
5. Who are your **current customers**? i.e. contractors, engineers, developers, landscapers, house builders etc.
6. Who do you see as your **target customers** for Dura products?
7. Please outline your **proposed order quantities** for year 1, 2 and 3 in \$USD
8. **How many \$USD** of stock do you intend to hold at any one time?
9. **How will you create and sustain demand** for your chosen products? i.e. Marketing & Sales Strategy (Exhibitions, Current Clients, Face-to-face visits, Magazine Advertising, Postal Mail shots, Architects presentations etc.)

**What you will receive in return if we agree to work together:**

The Dura Composites name and brand is synonymous with market leadership, quality, service and reliability. By joining our Distributor Network, your association with the Dura Composites brand will give you an unrivalled reputation for innovation and excellence.

By becoming an approved Dura Composites distributor you will gain access to:

1. A dedicated account handler from our UK Head Office team to help identify areas for growth and support you with product training.
2. Special purchase rates based on a 'per container' basis
3. Full technical support from the UK Head Office including access to our in-house structural engineering & design department for support with key technical projects (fees may apply)
4. Marketing and advertising templates, advice and assistance
5. Short lead times for larger quantities
6. British Standard Approved and certificated products of the highest quality
7. Networking with our other existing approved distributors within a supportive global network

For your reference, our current Dura Composite Representation comprises the following organisations, and we are currently seeking new agents in the Americas, Eastern Europe and Australasia:

**EUROPE:**

- UK (WPC Only) – International Timber
- Ireland - Ridgeway

**MIDDLE EAST**

- Bahrain (Marine Only) – Arabian Marinas
- Bahrain (WPC Only) – 4K Building Materials W.L.L.
- Jordan (WPC Only) – Hope Building Professionals
- Kuwait (WPC Only) – Synthetic Wood LLC
- Qatar (WP Only) – 4K Building Materials W.L.L.
- UAE (WPC Only) – 4K Building Materials W.L.L.
- UAE (Marine Only) - Unichem Trading, FZE
- KSA Saudi Arabia (WPC Only) – 4K Building Materials W.L.L.
- Lebanon (WPC Only) – 4K Building Materials W.L.L.

**AFRICA:**

- Egypt (WPC Only) - Greenfield for Building Materials

**NORTH AMERICA**

- Canada (Dura Tiles Only) - Skyscapes

We hope you have found this information useful and that you are excited about this opportunity to be a part of a profitable business network with a global reach and instant brand recognition. We look forward to reviewing your application and discussing in more detail how we can mutually grow our businesses together.

Thank you again for your interest in Dura Composites.

Sincerely,

**Paul Fletcher**

A handwritten signature in black ink, appearing to read 'Paul Fletcher', with a long horizontal line extending to the right.

International Business  
Development Manager

Dura Composites Ltd.