

## 2016 LOYALTY PROGRAM

We appreciate your commitment to The Winter Laboratory, and hope that you utilize the resources available through the Loyalty Program to achieve your practice growth goals. We value your business and want to extend much more than a “thank you”. We want you to feel like we are partners in the dental community and grow our businesses together. Inspired by customer feedback we are launching a new loyalty program to serve you better.

### HOW IT WORKS

1. Your 2015 benefits will be carried over through the first quarter of 2016.
2. Each quarter is a qualifying quarter for the next quarter. In order to qualify, you must invoice a monthly average of \$2000, \$4,000, \$6,000 or \$8,000.

Benefits	\$2,000 mo	\$4,000 mo	\$6,000 mo	\$8,000 mo
	<i>choice</i>	<i>preferred</i>	<i>premiere</i>	<i>elite</i>
DWU Reimbursement <sup>1</sup>	25%	50%	75%	100%
Free Shipping <sup>2</sup>	1 way	1 way	2 way	2 way
Preferred Pricing Select <sup>3</sup>	n/a	5%	8%	10%
Preferred Pricing Original <sup>3</sup>	10%	12%	14%	16%
Winter Laboratory & Partner Lab Education <sup>4</sup>	20%	30%	40%	60%
Dr. Winter Spear Course Rebate <sup>5</sup>	5%	7%	10%	15%
Spear Faculty Club Reimbursement <sup>6</sup>	n/a	50%	75 %	100%
Dedicated Doctor Service Team	x	x	x	x
Winter Trained Ceramist	x	x	x	x

<sup>1</sup>Applied to invoice of final restoration. <sup>2</sup>Does not apply to international shipping. <sup>3</sup>Applies to final restorations only. Does not include alloy, implant parts and abutments, model work, shipping or bundle pricing. <sup>4</sup>Applies to The Winter Laboratory and Partner Lab sponsored events only. <sup>5</sup>Rebate can only be applied to future cases (not cases currently in lab).

<sup>6</sup>Reimbursement is applied as credit to the account for future cases. Credit will be applied in January 2017 based on Loyalty level achieved for 2016 year.

## BEING OUR CUSTOMER HAS ITS BENEFITS

**Master Technicians** - The Winter Laboratory technologists are trained by premier prosthodontist and master ceramist Dr. Robert Winter. Our goal is to create beautiful smiles and happy patients.

**Training & Education** - Comprehensive training and education programs are available to help you achieve optimal treatment outcomes.

**Patient Education** - Consumer communication tools to assist you in presenting dental treatment solutions to patients that help increase patient treatment acceptance. Look for upcoming information on our new Digital Smile Imaging.

**Service & Support** - We offer best-in-class technical and case planning assistance. Your team includes a master ceramist, waxers and support staff working together during every step of the process to ensure optimal fit, form, function and exceptional esthetics.

## TERMS & CONDITIONS

1. Purchase volumes are required to maintain membership status.
2. Benefits do not carry over to following year.
3. Clinician must be part of a qualifying practice during program year to enjoy benefits.
4. Account must be in good standing to continue to receive benefits.
5. Discounts cannot be combined with any other offers.
6. Discounts are taken off of standard pricing.
7. The Winter Laboratory reserves the right to modify or cancel terms of the membership or benefits at any time without notice.

TO FIND OUT MORE, CONTACT US AT: **877-422-4123**  
WE LOOK FORWARD TO YOUR CALL.