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Crysteel Manufacturing
Lake Crystal, MN
800-533-0494

SUBJ: CRYSTEEL® DECAL INSTALLATION

TBEI, Inc., has implemented a national advertising campaign for our Crysteel products over the past year. We are hopeful that this extensive advertising campaign has resulted in customers requesting Crysteel products by name. The Crysteel name is a powerful marketing tool for you, our valued distributor, and we want to emphasize it more. We want the Crysteel logo to be a recognizable symbol for customers.

Currently, Crysteel installs our logo decal at the plant during production. It has come to our attention that some distributors have had issues painting around the Crysteel decals during the paint process, and are removing them without putting them back on the equipment. In addition, some distributors are choosing not to install these decals and apply their own in place of the Crysteel decal, thereby diluting the Crysteel brand.

Effective December 17, 2012, Crysteel branding decals will not be installed at the plant. Instead, decals will be contained in the respective 'light packages' accompanying the body. **The serial number decal will still be installed as it is today.**

Once the distributor/client has completed their respective local paint process, the Crysteel decal is to be applied to the body. **All potential warranty issues that might arise during the warranty period will require proof that the decal has been applied to the body.**

If you have a customer that will not allow decaling of equipment (a municipality for example), this will not void the warranty. Simply note that on your PO when you send it in, and we will remove the decal from the light kit and make note of it in our files.

For further information, please contact your Territory Manager or Nikki Kyle at 507-726-4311, or nkyle@tbei.com.