



DEALER MARKETING PROGRAM

YOUR BRAND SHOULD BE PROMOTED

Our private label program gives you a variety of ways to customize your brand and company



BASIC CUSTOM TOUCHSCREEN KEYPADS

Customize Touchscreen Keypads with your logo and contact information. Your customers will appreciate knowing exactly who to contact if they have questions about their system, and they will always be reminded of your company and the services you provide each time they use their keypad.

5-Inch Graphic Keypad (logo and contact information screen)

- Visit dmp.com/privatelabel to start the process
- \$85 setup fee, receive 3 micro SD cards with logo and contact information
- \$85 for 10 additional micro SD cards

7-Inch Graphic Keypad (logo and contact information screen)

- Upload dealer logo (270px x 110px PNG file) and enter the dealer information into Dealer Admin under 8860 Private Label Settings
- Free!



FULLY CUSTOM BRANDED TOUCHSCREEN INTERFACE

Build an entirely custom interface design for your 5-Inch or 7-Inch Touchscreen Keypads. Our Product Design and Marketing teams will work with you to develop a keypad interface that complements and highlights your brand.

- Visit dmp.com/privatelabel to start the process
- One-time \$2,000 setup fee or for 5-inch and 7-inch Touchscreen Keypads – \$3,000 for both. Save \$1,000!
- Prevents future takeovers
- Fully custom-branded animated interface to enhance brand recognition



CUSTOM BRANDED READERS & CREDENTIALS

Add your logo to select readers, credential cards and fobs with the option for custom numbering. Keep your brand top of mind.

- Visit dmp.com/privatelabel to start the process
- Readers that can be branded: ET10, ET20, ET25
- Credentials that can be branded:
50L8, 60L8, 50M8, PSC-1, PSM-2P, PSK-3 and CSK-2
- Prices vary by credential type and dealer level
- 4-6 week lead time to receive credentials once order is processed



CUSTOM BRANDED LITERATURE & MORE

Find sales literature, social media content and emails for DMP products on the Marketing Central portal.

Log in to Marketing Central to get started. Don't have access? Visit dmp.com/dealermarketing to create a free account!

- Customize digital and printable literature with your logo and contact information in Marketing Central
- Can be customized and downloaded digitally for free, or ordered through the portal to have DMP print and ship to you



CUSTOM BRANDED VIDEOS

End-user videos are available for you to use and customize with your logo and contact information for FREE! Use these videos for training, advertising, website content and more to reach your customers more effectively.

- Over 75 professionally produced videos in a variety of categories
- Visit dmp.com/customvideos to request your free custom branded videos

Questions? Email privatelabel@dmp.com for more information.