

January 2021

Introducing new Co-op Marketing Program to Replace Existing American Eagle Program

At American Buildings Company, we are dedicated to helping you succeed in growing your business and want to support your efforts to produce more efficient and effective advertising.

As part of this commitment, we are delighted to announce our new [Co-Op Marketing Program](#) to help you invest in the promotion of your company and your partnership with ABC. The new Builder Co-op Marketing Program is replacing the American Eagle program and is straightforward with a wide-range of approved ways to use your funds. Our Co-Op Marketing Program sets aside $\frac{1}{2}$ of 1% of paid building invoices annually for use in your marketing efforts, based on the previous year's shipments. In addition, this new program can be used hand-in-hand with the new Marketing Portal, also launched this month, providing you with numerous opportunities to use your co-op dollars wisely — be sure to check it out!



Click [HERE](#) to read about the new program and how you can achieve and use co-op dollars.

To read more about the new Marketing Portal, click [HERE](#).