

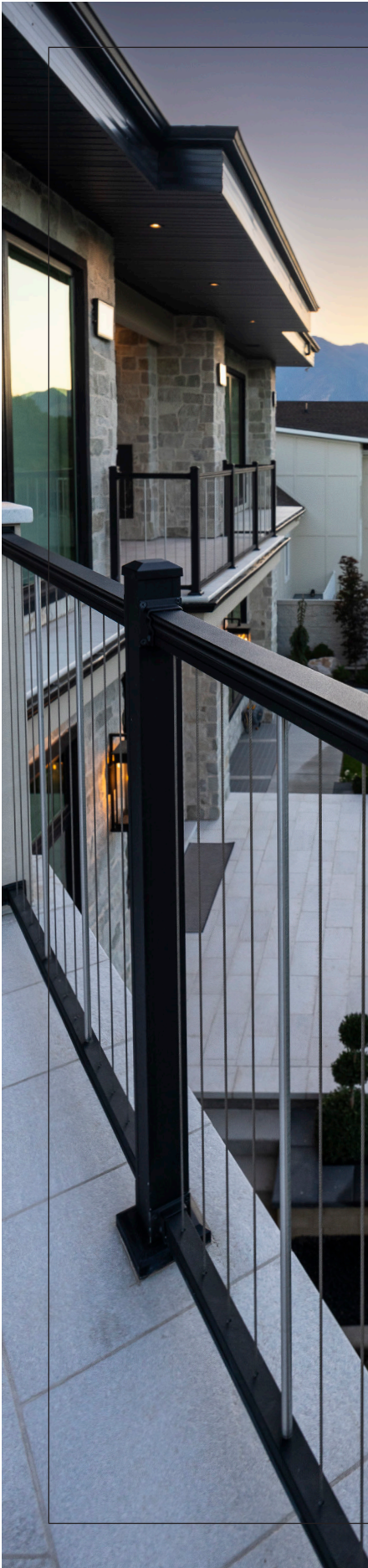


KEYLINK

WHY KEYLINK?



When you work with Keylink, you get more than a manufacturer—
you get a business partner who's invested in your success.



WHO IS KEYLINK?

Keylink offers premium aluminum railing solutions engineered for exceptional performance, superior aesthetics, and ease of use. Through thoughtfully designed services and a team committed to providing real value, we empower our customers to succeed while fostering meaningful connections and enduring partnerships. At the heart of our company is a steadfast belief in doing the right thing, ensuring excellence in everything we create, and the value we bring to those we serve.



EXCEPTIONAL STYLE, OUTSTANDING PERFORMANCE.

If you're dreaming of beautiful living spaces, our low maintenance aluminum railing, designed to provide long-lasting attractiveness and safety, is one way to make that dream a reality. With its wide variety of colors and styles, Keylink's aluminum railing is appreciated by homeowners and builders alike.



MANUFACTURED IN THE USA

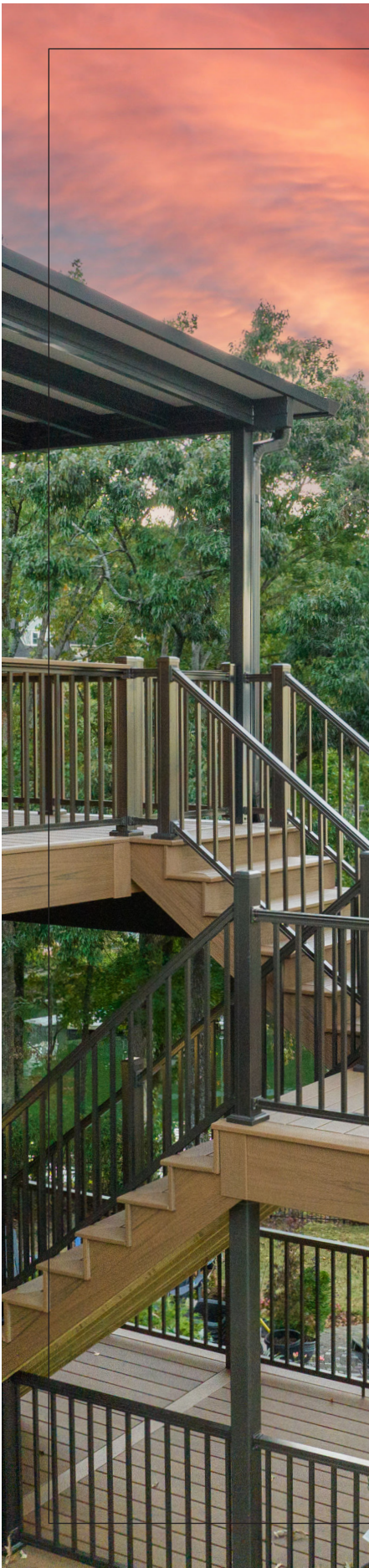
Keylink's products are proudly designed and manufactured in the **USA** to ensure a quality fit and finish.

WHAT IS KEYLINK QUALITY?

- Keylink uses AAMA 2604 standard coating on all our aluminum, and AAMA 2605 standard coating is available as part of our coastal upgrade package, to protect aluminum within one mile of saltwater.
- IBC or IRC code compliance for peace of mind and safety
- Limited lifetime warranty and 5-year prorated labor warranty
- Contractor focused design makes installation easy
- Access to dedicated support teams to assist your project



Keylink has been **PCI certified** through the Powder Coating Institute. Powder coating is the solution to keeping aluminum railing and fencing from fading and helping it to retain its color.



WATCH YOUR SALES GROW

1

Dealer **portal access** to marketing assets and sales tools

2

Business planning to **create customized programs** to target your top prospects

3

Architectural services to assist with **commercial** and **custom residential** projects

4

Access to our **code compliance** and **technical support** staff

5

Monthly **virtual training** webinars

6

Keylink **plant tours** for dealers and contractors

7

Live **event attendance** with the Keylink mobile showroom

PLANT TOURS

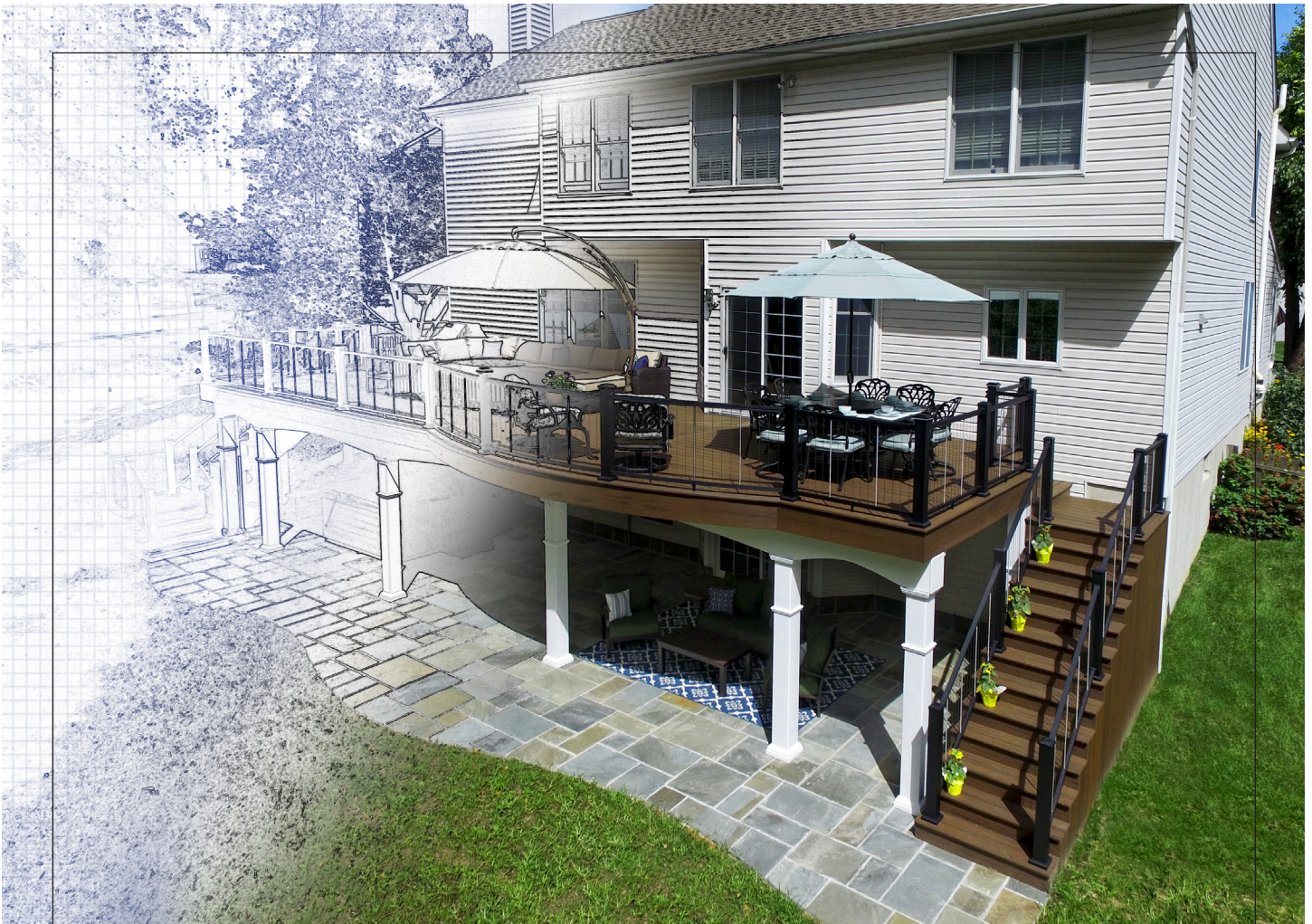
Plant tours connect us with our customers in a very real way. Each plant tour is **tailored to the interests** of our visitors and can include meetings with our senior leadership team, sales, marketing, team leads, or plant floor staff.





VIRTUAL TRAINING

The Business Development team is available for **customized virtual trainings** for dealer or distributor teams, and they also offer regular webinar trainings for anyone who might benefit. These trainings are full of practical knowledge and product pro tips that attendees can put to use immediately.



ARCHITECTURAL SALES SUPPORT

If you have **commercial or custom projects**, our architectural sales team stands ready to provide quotes, specifications, or any other information you need to close the sale. Our team brings decades of architectural sales experience to the table and are happy to consult with you or your target customers to successfully complete custom residential or complex commercial jobs.

Keylink also offers an **AIA continuing education** course for design professionals that we can use to educate and build connections with your target architects. The ultimate goal is to have the architects spec Keylink railing (sourced through you) on future projects.

Check out the
Architectural
Services Guide



TRADESHOWS AND EVENTS

Part of our **strategic planning** is a presence at key tradeshows and events. At both national and regional shows, the Keylink team uses marketing campaigns to **drive traffic** to our booth and **target key customers** with our distributor or dealer partners. Each show results in a wealth of qualified leads that we work together with our distributors or dealers to generate more business.



BUSINESS PLANNING

Our Sales and Business Development teams utilize business planning as a tool to better understand our customer's needs and how we can best serve them. We do this by **learning and understanding your market** through regular conversations and then working to collaborate and develop the sales enablement tools that allows you to sell and market to your audience.

Our team supports customers through this process by providing a hands-on approach through targeting field work, building educational resources and assets, and collaborating efforts with our clients to help you **win in your market.**





KEYLINK



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