



USER'S GUIDE

aquaticinfostream.com

WELCOME TO AQUATIC INFOSTREAM

Our sales and marketing website has been designed to provide you with additional tools to drive more traffic to your showroom. Gain instant access to marketing materials, Aquatic news and other resources, any time of the day.

In addition, your Aquatic rep will be able to update showroom location information so that it is accurately displayed in the dealer locator on aquaticbath.com.

GETTING STARTED

You will need to have an active Aquatic customer account number and an Internet browser to access the Aquatic Infostream portal. If you do not know your Aquatic customer ID, contact your regional sales representative or Aquatic Marketing at Marketing@aquaticbath.com.

Logging into Infostream.

Sign up for an account:

1. Go to **aquaticinfostream.com**.
2. Click on the "Sign Up" button under "New to Infostream?"
3. Enter your Aquatic customer number (provided by your Aquatic sales representative).
4. Fill out all remaining customer information (only one account can be created for each customer number).
5. Click the "Submit" button.
6. This information will be submitted to Aquatic for approval.

Once approved, you will receive an email with your temporary password indicating that your account is ready to access.

AQUATIC | Infostream
Everything you need to manage the daily flow of sales activities

INSPIRATION AND IDEAS AROUND.

EXISTING USERS

Username (Dealers, use Customer #)

Password

Forgot password?
[LOGIN](#)

NEW TO INFOSTREAM?

Sign up for a Infostream account
[SIGN UP](#)

Our sales website has been designed to help you navigate the ever-changing waters of the bath products marketplace. Gain instant access to marketing materials, Aquatic news and more:

- Customizable advertising templates
- Wide range of training opportunities, including webinars
- Helpful tools and sales support resources
- Updated news and events

The first page you'll see when you go to aquaticinfostream.com will be the Login page.

EXISTING USERS

Username (Dealers, use Customer #)

Password

Forgot password?
[LOGIN](#)

NEW TO INFOSTREAM?

Sign up for a Infostream account
[SIGN UP](#)

LOGGING OUT

You can log out at any time by clicking on the “Logout” link at the upper-right portion of the page.

NAVIGATING THE HOMEPAGE

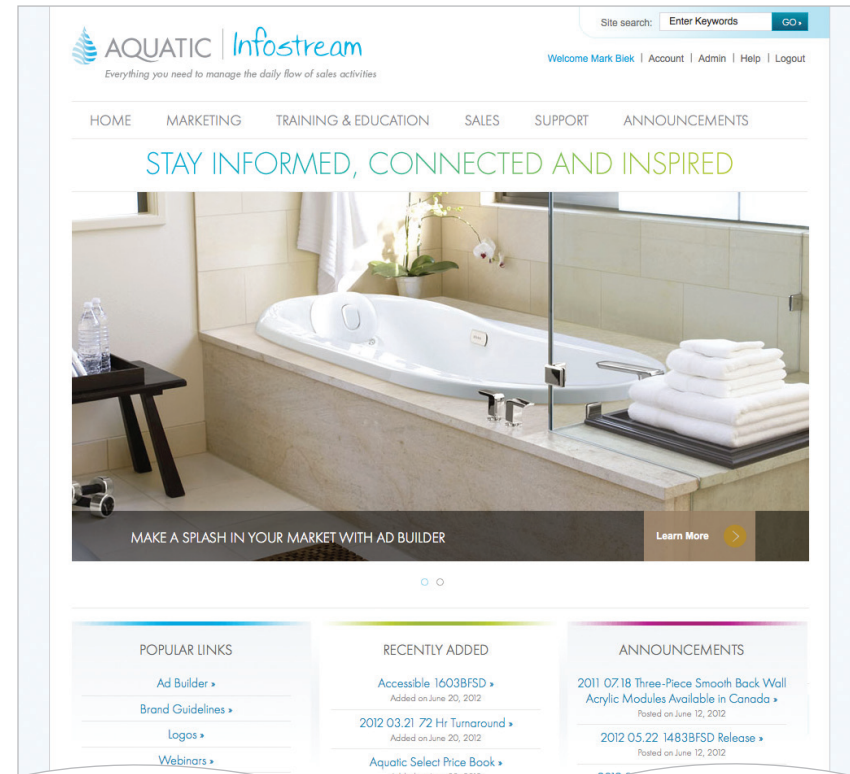
Once you have logged into the portal, you will see the Aquatic Infostream Homepage, as shown to the right.

The homepage includes the following tabs:

- Marketing – Promotional materials to help you make a splash in your market
- Training & Education – Learning options in PDF, video and webinar formats
- Sales – Easy access to pricing information, order status, forms and other resources
- Support – Contact lists, customer service numbers and details on product warranties
- Announcements – Up-to-date product and company information from Aquatic

The top of the homepage includes the following links:

- Account – Lets you manage your user profile
- Logout – Logs you out of the portal and returns you to the login page



READ ON AND IMMERSE YOURSELF IN
THE MANY TOOLS AND FEATURES NOW
AVAILABLE TO YOU.

MARKETING TOOLBOX

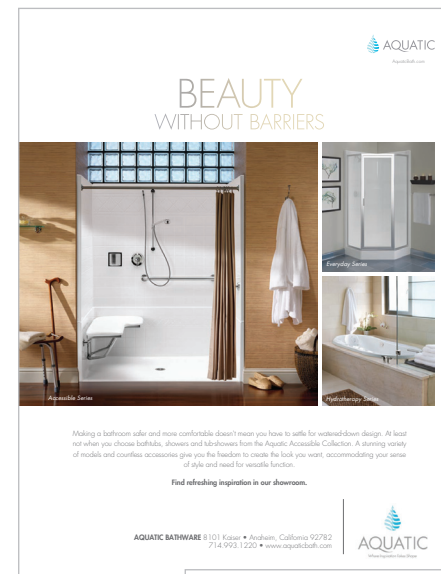
Inspired branding and advertising campaigns start with a clear identity. In one location, you can access all the elements you need to promote the Aquatic brand and your business.

USING AD BUILDER

Advertise the best way possible—your way, anytime. Create your own print ad or direct mail postcard by following 5 simple steps:

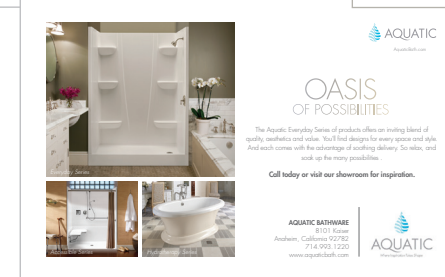
1. Select whether you are a Full-Line or Aquatic Select Dealer.
2. Select the product category you would like to develop an ad for.
3. Next, select a headline, image and call to action from the drop-down list.
4. Finally, fill out your company contact information and upload your company logo.
5. After you've made your selections you will be able to edit your ad, view it in a PDF format, order your printed items or download it for submitting to a publication.

To make promoting both of our brands even easier and more exciting, Aquatic will upgrade its standard co-op allowance for ads developed using the Ad Builder. Run an Ad Builder-generated ad in your local newspaper, magazine or other publication, and Aquatic will cover a 75% share on the cost of placing the ad—an increase over the standard 50% co-op allowance. All other co-op advertising program terms apply. As always, your overall co-op budget will be determined by your prior year's sales.



Full-page ad

Quarter-page ad



Half-page ad

ADS PRODUCED USING THE AD BUILDER QUALIFY FOR A 75% CO-OP ALLOWANCE.*

OTHER TOOLS TO MAXIMIZE YOUR MARKETING EFFORTS

In the Marketing Section on Infostream, you'll also find brochures, product e-bulletins and an array of other promotional materials to inspire customers and increase sales.

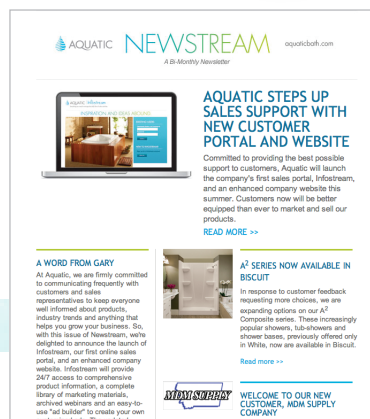
Brand Elements

Gain quick access to Aquatic logos, product photography and inspiring images of bath settings to use in your local ads, signage and promotional materials.



E-Communications

Review any Newstream or Newsplash e-newsletter and stay up to date on current product launches and industry-related information.



BRAND GUIDELINES

Brand Guidelines

We designed this guide to make it as easy as possible for you to help us maintain a professional, impactful and consistent brand image. It's available in a PDF format for quick and easy downloading.

Literature

Find all the resources you need to spec and sell Aquatic bath products, including product catalogs, series-specific brochures, flyers and more that can be easily downloaded to your computer. To order hard copies, simply click the link provided to our easy-to-use literature ordering site.

Point-of-Sale Materials and Promotional Items

Need materials for your showroom or logo items for your employees? Find all that and more in this section of Infostream to help you keep the Aquatic brand prominent in your local market.

Price Books

Whether you sell Aquatic's full line, or our hydrotherapy products only, find electronic versions of our most current printed price books here.



TRAINING & EDUCATION

WEBINARS

Nearly every month, Aquatic hosts webinars focused on product updates and the latest industry developments. Watch your email for future webinars, but browse our library of past ones for additional training or reference.

CONTINUING EDUCATION COURSES

Available online through Hanley Wood University (hanleywooduniversity.com), or as one-hour class sessions conducted by our industry experts, our CEU-approved courses include:

- Accessible Bath Fixtures – covers health, wellness and safety topics ranging from material selection to local code compliance
- Health and Welfare Benefits of Home Hydrotherapy Systems – overview on how various hydrotherapy systems work and how they meet specific user needs

SALES

Manage your Aquatic account, get pricing information, download business forms and get the sales resources you need, the moment you need them.

TRACK YOUR ORDER

Connecting to and using Aquatic communication platforms such as Friedman Order Tracking is simple. All you have to do is click the link in this section and you'll be taken right to the site to get up-to-date information on your Aquatic orders, including shipping and delivery status.

SALES AND REFERENCE MATERIALS

Our online tools make it easy for you to do business with Aquatic, giving you instant access to the documents and information you need. Available forms include:

- Customer Account Worksheet
- Return Merchandise Authorization
- Credit Application
- Display Allowance Request
- Coop Advertising
- And more!

SUPPORT

At Aquatic, we believe in inspiring our sales staff and dealer partners through the power of ongoing communication and support. Take a look at the tools in this section, and you'll see exactly what we mean.

WARRANTIES

Specific warranties vary depending on the product line and type. You have access to all available warranties by product category to help take the guesswork out of interpreting the terms.

CONTACT US

Navigating the waters of bath products sales is not something you have to do alone. Help is always a click or a phone call away. Go to the Contact Lists page to reach a number of representatives from different departments within Aquatic, including Sales, Marketing and Accounting.

ANNOUNCEMENTS

Be at the center of all that's current at Aquatic. Get the latest information on product updates from Aquatic and sort through past bulletins, using the information provided in this section.



For help with Aquatic Infostream, call Aquatic Customer Service at [1-800-945-2726](tel:1-800-945-2726), or email Marketing@aquaticbath.com



aquaticbath.com

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