



# ENGAGEMENTMANUAL

AN INTRODUCTION AND GUIDANCE BOOKLET

2014

[www.customutility.com](http://www.customutility.com)



**To:** Business Partners  
**From:** Peter Tisbo  
**Re:** Sales Engagement Manual

Accompanying this letter you will find our initial offering of information regarding the purchasing of products from Custom Utility.

We wanted to first illustrate in a comprehensive collection of documents "How to Deal with Custom Utility", so to speak, and get you started toward a path of creativity and eventual prosperity as one of our business partners.

This booklet covers the basics of doing business with Custom Utility, and certainly through continued sales interaction, newsletters, special promotions and we will continue to forge ahead in becoming the industry leader that all of you can be proud of.

In advance, thank you for your continued cooperation and support and we hope this is the beginning of a very successful business opportunity for all of us.

Kindest Regards,

A handwritten signature in black ink that reads "Peter Tisbo". The signature is written in a cursive style and is enclosed within a hand-drawn circle.

Peter Tisbo  
President  
Custom Utility

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## Contact Information

### Customer Service

[info@customutility.com](mailto:info@customutility.com)

P: 847.640.4704

F: 847.572.0663

\*Our regular business hours are Monday through Friday from 8:00 am to 4:30 pm.

\*\*Order Processing: [info@customutility.com](mailto:info@customutility.com)

## Ordering Process

Refer to the price schedule for pricing and freight information.

When you are ready to place an order, submit your purchase order to [info@customutility.com](mailto:info@customutility.com).

Your order will be immediately be reviewed by your dedicated customer service representative.

If approved, your order will be processed and a confirmation email will be sent to the email address that send the purchase order.

# Product Line



PRODUCT LINE	
CATEGORY	INCLUDES
Pole Protection	Riser Guards, Back Plates, Adapter Boots, Couplers, Ground Wire Molding
Guy Markers	Custom Snapper®
Underground	Cable Saddles
Wildlife Protection	Custom Capper, Woodpecker Protector

Please visit our website for details on our extensive line of products.

[www.customutility.com](http://www.customutility.com)

# Product Information

Name / Description	New Part #	Old Part #	Carton Qty
Peck Protector, 1.15" x 3.93", 10', Black	CPI-PP11510	CPI-01000	36
Peck Protector, .854" x 3.93", 8', Black	CPI-PP85408	CPI-084380	48
Peck Protector, .854" x 3.93", 10', Black	CPI-PP85410	CPI-04380	48
Peck Protector, 1.15" x 3.93", 8', Black	CPI-PP11508	CPI-08000	16
Backplate, 2" x 10'	CPI-BP32100	CPI-01210	30
Backplate, 2" x 8'	CPI-BP82100	CPI-01280	30
Backplate, 3" x 10'	CPI-BP33100	CPI-01310	20
Backplate, 3" x 10'	CPI-BP83100	CPI-01380	20
Backplate, 4" x 10'	CPI-BP34100	CPI-01410	20
Backplate, 5" x 10'	CPI-BP35100	CPI-01510	20
Backplate, 6" x 10'	CPI-BP36100	CPI-01610	20
1" Mini-Snapper, 8', PE, Yellow, 1 Tie	CPI-1.0PE8Y1T	CPI-10000	36
1.5" Custom Snapper®, 8', PE, Yellow	CPI-1.5"PE8Y00	N/A	15
1.5" Custom Snapper®, 8', PE, Yellow, w/ 1 Tie	CPI-1.5PE8Y1T	N/A	15
1.5" Custom Snapper®, 8' PE, Yellow, w/ 2 Ties	CPI-1.5PE8Y2T	N/A	15
2" Custom Snapper®, 8', PE, Yellow	CPI-2.0PE8Y00	CPI-10002	15
2" Custom Snapper®, 8', PE, Yellow, w/ 1 Tie	CPI-2.0PE8Y1T	CPI-10016	15
2" Custom Snapper®, 8', PE, Yellow, w/ 2 Ties	CPI-2.0PE8Y2T	CPI-10025	15
Ground Wire Molding, 1/2" x 8', Gray	CPI-0.5GWM8GR	CPI-21000	100
Ground Wire Molding, 1/2" x 6', Gray	CPI-0.5GWM6GR	CPI-21600	100
Ground Wire Molding, 1/2" x 8', Black	CPI-0.5GWM8BL	CPI-24000	100
Ground Wire Molding, w/ Flange, 1/2" x 8', Gray	CPI-0.5GWM8GRF	CPI-26000	30
Ground Wire Molding, w/ Flange, 1" x 8', Gray	CPI-1.0GWM8GR	CPI-27000	12
Ground Wire Molding, w/ Flange, 1/2" x 8', Black	CPI-0.5GWM8BLF	CPI-28000	30
U-Guard, 1/2" x 10', Sch. 30, Gray, Punched	CPI-3.5100	CPI-3.5100	1
U-Guard, 1" x 10', Sch. 30, w/ Holes, Belled	CPI-31100	CPI-31100	1
U-Guard, 2" x 10', Sch. 30	CPI-32100	CPI-32100	1
U-Guard, 2" x 5', Sch. 30	CPI-32500	CPI-32500	1
U-Guard, 3" x 10', Sch. 30	CPI-33100	CPI-33100	1
U-Guard, 4" x 10', Sch. 30	CPI-34100	CPI-34100	1
U-Guard, 5" x 10', Sch. 30	CPI-35100	CPI-35100	1
U-Guard, 2" x 10', Sch. 40	CPI-42100	CPI-42100	1
U-Guard, 3" x 10', Sch. 40	CPI-43100	CPI-43100	1
U-Guard, 3" x 5', Sch. 40	CPI-43500	CPI-43500	1
U-Guard, 3" x 10', Sch. 40, No Flange	CPI-43-NF	CPI-43-NF	1
U-Guard, 4" x 10', Sch. 40, No Flange	CPI-44-NF	CPI-44-NF	1
U-Guard, 4" x 10', Sch. 40	CPI-44100	CPI-44100	1
U-Guard, 2" x 10', Sch. 40, No Flange	CPI-42-NF	CPI-42-NF	1
U-Guard, 5" x 10', Sch. 40	CPI-45100	CPI-45100	1
U-Guard, 6" x 10', Sch. 40	CPI-46100	CPI-46100	1
U-Guard, 2" x 10', Sch. 80, No Flange	CPI-82-NF	CPI-82-NF	1
U-Guard, 2" x 10', Sch. 80	CPI-82100	CPI-82100	1
U-Guard, 3" x 10', Sch. 80	CPI-83100	CPI-83100	1

Name / Description	New Part #	Old Part #	Carton Qty
Coupler, 2", Sch. 40	CPI-COUP42100	CPI-90042	10
Coupler, 3", Sch. 40	CPI-COUP43100	CPI-90043	10
Coupler, 4", Sch. 40	CPI-COUP44100	CPI-90044	10
Coupler, 5", Sch. 40	CPI-COUP45100	CPI-90045	10
Coupler, 6", Sch. 40	CPI-COUP46100	CPI-90046	10
Adapter Boot, 3" Conduit, 2" U/G	CPI-AB3X2	CPI-93200	10
Adapter Boot, 4" Conduit, 2" U/G	CPI-AB4X2	CPI-94200	10
Adapter Boot, 4" Conduit, 2" U/G, No Flange	CPI-AB4X2NF	CPI-94200NFWH	10
Adapter Boot, 5" Conduit, 3" U/G	CPI-AB5X3	CPI-94300	10
Adapter Boot, 5" Conduit, 4" U/G	CPI-AB5X4	CPI-95400	10
Adapter Boot, 6" Conduit, 5" U/G	CPI-AB6X5	CPI-96500	10
Cable Saddle, 3.25" Width x 2.25" Height	CPI-CS3.25	CPI-ACS300	162
Cable Saddle, 5.5" Width x 3.75" Height	CPI-CS5.5	CPI-ACS341	42
Cable Saddle, 6.5" Width x 2.25" Height	CPI-CS6.5	CPI-ACS344P	63
Cable Saddle, 3.625" Width x 1.625" Height	CPI-CS3.625	CPI-ACS600	60
Wildlife Protector (Custom Capper), Open Pack, w/ Hole	CPI-WPOPH	CPI-CPWP2.75CPL	32
Wildlife Protector (Custom Capper), Closed Pack, No Hole	CPI-WPCL	CPI-WP275	32

## Sales and Marketing Tools

The following offerings have been created to assist the launch of a new relationship or enhance an existing one with the various types of Custom Utility customers. It allows the participant to use several sales tools that will help promote our line of products and hopefully create a beneficial outcome.

### Sales Kit

Custom Utility has created a sales kit to accommodate the sales reps and / or customers regarding sample requests.

#### Sample Kit (CUSKI):

- 1 1' CPI-32100
- 1 1' CPI-42100
- 1 1' CPI-82100
- 1 1' CPI-0.5GWMGR
- 1 1' CPI-BP32100
- 1 CPI-COUP42100
- 1 CPI-AB3X2
- 1 1' CPI-1.5PE8Y00
- 1 1' CPI-2.0PE8Y00
- 1 1' CPI-1.0PE8Y1T
- 1 Wildlife Protector
- 1 Cable Saddle.

### Marketing Literature

Sales and marketing literature about the Custom Utility product line, including high resolution photos, past advertisements, and sell sheets can be found on the Custom Utility website's download page (<http://www.customutility.com/index.php/about-us/downloads>).

Order forms and price schedules are available upon request.

# Trade Account Credit Authorization

Custom Utility extends normal trade credit terms of net 30 days from shipment date to credit worthy customers. To qualify for our credit terms, prospective customers complete and sign a Credit Application that is used by Custom Plastics, Inc. to investigate and assess the applicant's credit history to grant credit terms. Prior completion of a credit assessment, customers may receive product from Custom Plastics, Inc. under the prepayment terms of cash in advance or purchase by a credit card.

Credit is a privilege for customers who must maintain the authorization by adherence to the credit terms allowed. To provide further assurance of compliance to terms by prospective customers, a valid credit card and customer authorization for use is expected with the credit application. If credit is established for the customer, and subsequently payment is not made within a reasonable period of terms, the credit card is charged for the purchase amount. Late payment of account balances will result in a finance charge assessed on any past due balance.

Upon receipt of a prospective customer's credit application, a customer credit file is established, and inquiries are made to credit references and bank contacts that have been provided. A third party credit report may also be obtained from a credit-reporting agency. The information obtained from the credit investigation is maintained confidentially in the customer's credit file for as long as the business relationship continues between the customer and Custom Plastics, Inc.

On the results of the credit investigation, a credit limit is established, or a plan to establish credit is proposed. This may be a progression to full credit by cash in advance for the first order or two, then half payment in advance with the balance due in 30 days, and finally, full authorization of credit terms. Credit limits and terms may be modified from time to time based on the actual payment history that Custom Utility experiences with the customer.



# Custom Utility Warranty

Custom Utility, 1940 Lunt Avenue, Elk Grove Village, IL 60007 (Manufacturer) warrants to the first end-user only that the enclosed product is free from material and workmanship defects under normal use at time of purchase and for ten years thereafter.

Any claim under this warranty and any obligation of the Manufacturer hereunder are conditioned upon the Manufacturer receiving written notice from the first end-user of any alleged defect within thirty (30) days after its discovery by the first end-user and the issuance by the Manufacturer of a return goods authorization.

Defective product or part must be returned, freight prepaid, to the Manufacturer's address along with proof of purchase. Upon receipt of the afore said, the defective product or part will be repaired or replaced at the option of the Manufacturer without charge to the original purchaser and returned to the customer freight collect.

This limited warranty does not apply to damage resulting from accident, neglect, misuse, commercial use, alteration, operation not according with instruction or repairs made or attempted by unauthorized persons.

This limited warranty applies only to the product enclosed and does not apply to accessory parts.

THE MANUFACTURER'S LIABILITY HEREUNDER IS LIMITED SOLELY TO THE REPAIR OR REPLACEMENT OF THE DEFECTIVE PRODUCT OR PART AND THE MANUFACTURER SHALL IN NO EVENT BE LIABLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES WHICH MAY RESULT FROM ANY DEFECT IN MATERIAL OR WORKMANSHIP OR FROM THE BREACH OF ANY EXPRESS OR IMPLIED WARRANTY.

Some states do not allow the exclusion or limitation of incidental or consequential damages, or a limitation of how long an implied warranty lasts, so the above limitations may not apply to you. This warranty gives you specific legal rights, and you may have other rights which may vary from state to state.

# Document Revision History

Date	Rev. #	Remarks	User
10/1/13	0.1	Document Created	CK



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