

How to Create Customized STAINMASTER™ carpet cushion Pricing Labels for Your Carpet Displays

STAINMASTER™
carpet cushion

What you will need:

To print custom pricing labels, you will need Microsoft® Word, a color printer and 8.5" x 11" full sheet self-adhesive label material or card stock. These items are available at most office supply stores or print shops.

Instructions:

We have developed 65 Microsoft® Word documents, representing several label options and sizes designed to meet your specific needs.

1. Select the size label that you wish to create (thumbnails are pictured on pages two and three):

Size #1 – 7.25" wide x 5.25" high

Size #2 – 7.25" wide x 4.5" high

Size #3 – 7.25" wide x 3.25" high

Size #4 – 5" wide x 6" high

Size #5 – 5.5" wide x 4" high

(Note: If you choose sizes #1 and #4, you will be able to print 1 label on each 8.5" x 11" sheet. Sizes #2, #3 and #5 enable you to print 2 labels per sheet.)

2. Refer to the label options on pages two and three of these instructions to select the pricing label that works best for you. **Labels #1 and #2** package carpet, carpet cushion and installation together at one listed price. **Labels #3 and #4** combine carpet and carpet cushion together, but exclude installation from the listed price. **Labels #5 and #6** price STAINMASTER™ carpet cushion as an upgrade to your standard offering. **Label #7** is a pricing label for your carpet and is to be used in conjunction with Labels #5 or #6 if you choose not to price everything together as a package.

3. Whether or not you offer STAINMASTER™ carpet cushion with Odor Guard Technology determines if you select A or B versions of Labels #1 through #6. Use **A** for STAINMASTER™ carpet cushion with Odor Guard Technology. Use **B** for STAINMASTER™ carpet cushion without Odor Guard Technology.

4. Once you have selected the pricing label that you wish to create, you can customize it as follows:

- Highlight the price and change it to the desired price point. The label automatically shows everything sold by the sq. ft., but this can also be changed if needed.
- The label includes a "Place Optional Logo Here or Delete Box" placeholder graphic.
 - a. If you choose not to include a logo on the label, simply click on the placeholder graphic once and hit the **Delete** button on your keyboard.
 - b. If you do wish to place your logo on the label, you will need to have it saved on your computer so that it can be inserted. First, click on the "Place Optional Logo Here or Delete Box" graphic once and hit the **Delete** button on your keyboard. Next, choose **Insert** from the Microsoft® Word menu bar, then **Picture**, then **From File**. Locate the file of your logo (EPS, JPG, GIF or TIF format, for example) and click **Insert**. Your logo will now appear in the document (most often in the upper left-hand corner, away from the desired location – please read on).
 - c. To properly position and size your logo, first click on the logo. Choose **Format** from the Microsoft® Word menu bar, then **Picture**. A separate window will appear. If you are using a PC, select the **Layout** tab and highlight **In front of text** by clicking on it once. If you are using a Mac, select the **Position** tab and check the **Float over text** box by clicking on it once. Click **OK**. Next, click on your logo and, while holding down the mouse button, drag it to the open area below the price and just right of the bulleted benefit statements. If you need to change the size of your logo, click on it once, then position and hold down your cursor at the lower right-hand corner to drag it in or out as needed.
- If you have chosen to sell STAINMASTER™ carpet cushion as an upgrade using Labels #5 or #6, then you will also need to print a pricing label for the carpet. First, locate and open Label #7 (refer to steps #1 and #2 above). Type the name of the carpet style in the text box labeled "Carpet Style Name", then highlight the price and change it to the desired price point. By default, the label shows an "X" in both boxes that indicate if the price is for carpet only or includes standard pad and installation. Select the "X" that does NOT apply and hit the **Delete** button on your keyboard.

5. When you have finished creating your customized pricing label, simply print the file on 8.5" x 11" full sheet self-adhesive label material or card stock. (Note: If you receive a message indicating margins are set outside of the printable area, click **Yes** to continue.) Trim the sheet along the inside of the crop marks provided. You may want to print a proof copy on regular paper first to check for accuracy and design.

6. To display your printed pricing labels, simply adhere self-adhesive labels to display racks or product, or slip card stock into plastic price card holders.

We have developed 65 Microsoft® Word documents, representing several label options and sizes designed to meet your specific needs.

- Size #1** – 7.25" wide x 5.25" high
- Size #2** – 7.25" wide x 4.5" high
- Size #3** – 7.25" wide x 3.25" high
- Size #4** – 5" wide x 6" high
- Size #5** – 5.5" wide x 4" high

(Note: If you choose sizes #1 and #4, you will be able to print 1 label on each 8.5" x 11" sheet. Sizes #2, #3 and #5 enable you to print 2 labels per sheet.)



Size #1



Size #2



Size #3

1. Package STAINMASTER® carpet, STAINMASTER™ carpet cushion and installation together.



The complete STAINMASTER® carpet system installed.

with Odor Guard Technology bullet point

- 1A-S1-System-Installed.doc
- 1A-S2-System-Installed.doc
- 1A-S3-System-Installed.doc
- 1A-S4-System-Installed.doc
- 1A-S5-System-Installed.doc

without Odor Guard Technology bullet point

- 1B-S1-System-Installed.doc
- 1B-S2-System-Installed.doc
- 1B-S3-System-Installed.doc
- 1B-S4-System-Installed.doc
- 1B-S5-System-Installed.doc

2. Package non-STAINMASTER® carpet, STAINMASTER™ carpet cushion and installation together.



Includes powerful protection below your carpet.

with Odor Guard Technology bullet point

- 2A-S1-Powerful-Protection.doc
- 2A-S2-Powerful-Protection.doc
- 2A-S3-Powerful-Protection.doc
- 2A-S4-Powerful-Protection.doc
- 2A-S5-Powerful-Protection.doc

without Odor Guard Technology bullet point

- 2B-S1-Powerful-Protection.doc
- 2B-S2-Powerful-Protection.doc
- 2B-S3-Powerful-Protection.doc
- 2B-S4-Powerful-Protection.doc
- 2B-S5-Powerful-Protection.doc

3. Package STAINMASTER® carpet and STAINMASTER™ carpet cushion together and price installation separately.



Includes the complete STAINMASTER® carpet system.

with Odor Guard Technology bullet point

- 3A-S1-Includes-Complete.doc
- 3A-S2-Includes-Complete.doc
- 3A-S3-Includes-Complete.doc
- 3A-S4-Includes-Complete.doc
- 3A-S5-Includes-Complete.doc

without Odor Guard Technology bullet point

- 3B-S1-Includes-Complete.doc
- 3B-S2-Includes-Complete.doc
- 3B-S3-Includes-Complete.doc
- 3B-S4-Includes-Complete.doc
- 3B-S5-Includes-Complete.doc

4. Package non-STAINMASTER® carpet and STAINMASTER™ carpet cushion together and price installation separately.



Powerful protection provided below your carpet.

with Odor Guard Technology bullet point

- 4A-S1-Protection-Provided.doc
- 4A-S2-Protection-Provided.doc
- 4A-S3-Protection-Provided.doc
- 4A-S4-Protection-Provided.doc
- 4A-S5-Protection-Provided.doc

without Odor Guard Technology bullet point

- 4B-S1-Protection-Provided.doc
- 4B-S2-Protection-Provided.doc
- 4B-S3-Protection-Provided.doc
- 4B-S4-Protection-Provided.doc
- 4B-S5-Protection-Provided.doc



Size #4



Size #5

5. Sell STAINMASTER™ carpet cushion as an upgrade with STAINMASTER® carpet.



Add the complete STAINMASTER® carpet system.

with Odor Guard Technology bullet point

- 5A-S1-Add-the-Complete.doc
- 5A-S2-Add-the-Complete.doc
- 5A-S3-Add-the-Complete.doc
- 5A-S4-Add-the-Complete.doc
- 5A-S5-Add-the-Complete.doc

without Odor Guard Technology bullet point

- 5B-S1-Add-the-Complete.doc
- 5B-S2-Add-the-Complete.doc
- 5B-S3-Add-the-Complete.doc
- 5B-S4-Add-the-Complete.doc
- 5B-S5-Add-the-Complete.doc

6. Sell STAINMASTER™ carpet cushion as an upgrade with non-STAINMASTER® carpet.



Protect your carpet investment.

with Odor Guard Technology bullet point

- 6A-S1-Protect-Investment.doc
- 6A-S2-Protect-Investment.doc
- 6A-S3-Protect-Investment.doc
- 6A-S4-Protect-Investment.doc
- 6A-S5-Protect-Investment.doc

without Odor Guard Technology bullet point

- 6B-S1-Protect-Investment.doc
- 6B-S2-Protect-Investment.doc
- 6B-S3-Protect-Investment.doc
- 6B-S4-Protect-Investment.doc
- 6B-S5-Protect-Investment.doc

7. Use in conjunction with Labels #5 or #6 if you have chosen to sell STAINMASTER™ carpet cushion as an upgrade.



Carpet Label

- Carpet-Label-S1.doc
- Carpet-Label-S2.doc
- Carpet-Label-S3.doc
- Carpet-Label-S4.doc
- Carpet-Label-S5.doc