The #1 all access program for Cardinal Dealers has been revamped for the most exclusive and customizable experience you’ve been looking for.

An original program created by Cardinal, IMAGE is an online tool that allows you to be the Designer of your literature and promotional pieces. An ideal way to showcase your pool builds backed by Cardinal’s quality product information, your Account gives you access to explore our library of pre-made templates. Simply drop in your own images and business information for a personalized piece to enhance your sales conversations. With a customized budget set by Cardinal and private access, your sales tools will be exclusive to your business, and will allow you to choose the best pieces to aid in your sales goals. Newly revamped with updated information, sleek and modern design, and simple instructions for use, IMAGE will provide you with everything you need to make a lasting impression in 2022.

If you already have an account, it has automatically been transferred into the updated system with appropriate contact information and budget. If you are looking to be added to the IMAGE program, you can fill out our print form or online at:

www.cardinalpools.com/image/

Once you’re in the Program, choose from our literature and promotional categories. Once an item is selected, follow the prompts to easily make edits to each piece.

When you’re ready to check out, your order will be deducted from your budget, and sent directly to our vendor for printing. They will begin production and ship all pieces directly to your door!
### Application Form

**Date:** ______________________  **Submitted by:** ______________________

**Distributor:** ______________________  **Location:** ______________________

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#### DEALER INFORMATION

**Company Name:** ______________________  **Year Established:** ______________________

**Address:** ________________________________________________________________

**Telephone:** ______________________  **Fax:** ______________________

**Email:** ______________________  **Website:** ______________________

**Image Contact:** ______________________  **Position:** ______________________

**Email:** ______________________

**Notes:** ______________________

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<thead>
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<th>Builder’s Installs</th>
<th>Number of Years Installing Cardinal</th>
<th>Pools per Year</th>
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<tbody>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Other %</td>
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</tbody>
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**For Cardinal’s Use Only**

**User Name:** ______________________

**Password:** ______________________

**Budget Amount:** ______________________

**Authorized Signature:** ______________________  **Date:** ______________________