To order many of the promotional products listed here, go to the Valor Marketing Portal. Some items have maximum orders set. Questions? Ask your sales rep for more information.
Available on the portal, the Valor brochures are a full overview of each product. The brochures come in a pack of 25, so when you order “1” on the portal, you’ll receive 25 brochures.
in-store promo

Available on the portal, the Valor liner samples signs are high-quality reproductions of our Valor liners—signs you can hang on the wall or show to customers who want to see a liner up close. Includes 4 velcro stickers to attach to wall.

Order individually or a pack of 7 (1 of each).
Available on the portal, the Valor product signs feature each series with just enough detail to get a conversation started between you and your customer. Includes 4 velcro stickers to attach to wall or a kickstand for mantel display.

Available on the portal, the Valor rugs are a great way to welcome customers and draw attention to Valor fireplaces. Two sizes: 4 x 6” and 2 x 3”
Available soon, this 16’ tape measure includes imperial and metric measurements, and has a good extension. Features a quick-hold button, rubber surround and clip. Stay tuned for marketing update on availability!

Available on the portal, the keychain with LED light hangs easily from a back pack or belt loop for easy access. Light is attached by magnetic clip.

Available on the portal, the Valor notebooks are back by popular demand! Each lined notebook includes a pen with holder. Everyone uses them at Valor head office!

Available on the portal, these Valor Red binders are great for storing paperwork or brochures for a quick preview.

Binder: 3” D-ring
stickers + decals

Available on the portal, the maple leaf sign is a sticker for exterior window or inside wall. The other option is a decal that can be applied to the inside of the window facing out, and is more easily removed.

Maple leaf dimensions: 4.5” W x 5” T

Available on the portal, the Valor stickers work well on doors and on truck windows. Popular item!

Sticker dimensions: 10” W x 7” H

Available on the portal, this large window sticker is meant to be seen from the street and let customers know you sell Valor fireplaces.

Sticker dimensions: 36” W x 24¾” H
Available on the portal, the teardrop flags—at 8 and 16 feet—are a great way to draw street attention to your store. Use them everyday or for special events. Three different types of stands are available in two colors. Starting at $185. You pay for these flags upfront (Westkey will contact you for payment), and then you can 100% co-op them afterwards.

Available from your Valor Sales Rep, the Valor backpacks are a handy way to celebrate our brand and a nice gift for a well-deserving employee or to welcome a new staff member. Your sales rep is out of stock? Get them to try head office for more.

Available from your Valor sales rep, the Valor Illuminated indoor signs have been well-received by dealers and sales reps alike, and provide an easy way to highlight your Valor fireplaces in store. They are 100% coop-able. Your sales rep doesn’t have any? Get them to try head office for more.
WANT TO PLACE AN ORDER?

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NEW TO THE PORTAL?

It’s easy to register:
1. Go to the Valor Marketing Portal or valor.westkey.online/DSF/SmartStore.aspx
2. Go to NEW USER? REGISTER
3. Fill out form and submit.
4. You will have access when you see CATEGORIES at the top of the screen. It may take a few hours to a day to receive access.

FORGOT YOUR PASSWORD OR USERNAME?

1. Go to FORGOT YOUR PASSWORD? below LOGIN.
2. Enter your user name.
   If you can’t remember your user name, email orders@wk.graphics or call 1-800-663-9952 ext. 22

If you are still experiencing difficulties, contact Berit in Valor marketing at bhansen@valorfireplaces.com