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**Sent:** Thursday, October 7, 2021 3:58 PM

**Subject:** Trailer Owner Info Documents Go Paperless

*To: ShoreLand'r Dealers, Distributors & Sales Reps*

ShoreLand'r Trailer Owner's Material is going paperless! No more bulky owner's packets to sort through for customer delivery and needless wasted paper, lost or thrown away by many trailer owners.

Effective this fall, there will be an 'Owner Info' button on the homepage of [www.shorelandr.com](http://www.shorelandr.com) . A QR code is printed on the trailer's MSO document and a QR code decal applied to the trailer that will guide your customers directly to the 'Owner Info' page on the ShoreLand'r website. The Owner Info page contains quick links to all the Owner Info documents for that trailer.

The paperless project has begun and will be phased in over the next few months. QR codes are now being printed on all new trailer MSOs. We've begun adding QR code decals to the winch bases of all trailers. And very soon trailers will begin shipping without the traditional packet of Owner Info.

For Distributors and Dealers, this means less paper to hassle with and you can be sure that your customers will always have quick and easy access to warranty, service and safety information. Trailer owners can count on the information being up to date and readily available based on their need... when and where they need it!  
Summer, Simplified.

**Dave Koehler**

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