

Date: February 20, 2013
Subject: March 2013 New Products/Promotions
From: Marketing



New Products

- Specialized Snips**
 - Cuts left and straight 78052
 - Cuts right and straight 78053
 - Cuts straight and wide curves 78054
 - **Sell Sheet** (1 pg) **LIT78052**
- Tight Spaces Tubing Cutters - For Copper Pipe**
 - 3-Piece Kit 8900
 - Cutter for 1/2" / 13 mm tubing 54672
 - Cutter for 3/4" / 19 mm tubing 54673
 - Cutter for 1" / 25 mm tubing 54674
 - **Sell Sheet** (1 pg) **LIT8900**
- Rechargeable 120 LED Under-Hood Work Light** 66325
 • **Sell Sheet** (1 pg) **LIT66325**
- Magnetic Nutsetter Porta Pak** 19531
 - Nutsetter - 1/4" x 2-9/16" 83005
 - Nutsetter - 5/16" x 2-9/16" 83006
 - Nutsetter - 3/8" x 2-9/16" 83007
 - Nutsetter - 7/16" x 2-9/16" 83008
 - Bit Holder Adapter - 1/4" x 3" 83020

Reminders & Extras

- GO RED** Raffle!
- Agent Incentive – Rubbermaid Products
- Obsolete Product Program (OPP)
- Customer Loyalty Discount Program
- Let Us Work For You (Email Blasts)

Product Promotions

- \$SMART BUYS** EXP 3-31-13
- Special Value Tray and Bin Assortments**
 \$55 Tray Assortments, \$195 40 Hole Bin Assortments,
 \$295 80 Hole Bin Assortments ONGOING
- GO RED Program!**
 Maintenance Efficiency Center (MEC) with Go Red Bonus!
 • **Brochure** (4 pgs) **PF-GORED**
- Lead Product Combo Paks**
 - CIC 200™ Pro™ Drill Mega Organizer & Tool Lube 40002
 - Double Edge Spiral Screw Extractor Assortment & Tool Lube 40000
 - Razor Qwik™ Hole Cutter Assortment & Cutting Wax 40003
 - CIC 200™ Hex Shank Combo Drill and Tap (SAE & USS)
 & Cutting Wax 40001
 - CIC 200™ Hex Shank Combo Drill and Tap (Metric)
 & Cutting Wax 40004
 - Fusion Seal Electrical Wrap & Toolbox 8833
- Winter Product Highlights** - Seasonal Overview of Select Products
 • **Brochure** (4 pgs) **PF-WINTER**

Customer Promotional Programs (Commercial Accounts Only)

- White Oxford L/S Shirt - *Customer Promo* 162897S-XXXL
- Fleece Jacket - *Customer Promo* 162925S-XXXL
- Card Wallet - *Customer Promo* 162926
- Safety Lock De-icer - *Customer Promo* 162842
- Spiral Notebook - *Giveaway* 167659

Branded Agent Clothing

- White S/S Golf Shirt 162921S-XXXL
- White Oxford L/S Shirt 162897S-XXXL
- Fleece Jacket 162925S-XXXL

MARCH 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10 Daylight Savings Begins	11	12	13	14	15 END OF MID-MONTH COMMISSION STATEMENTS MAILED	16
17	18	19	20 Spring Begins	21	22	23
24	25	26	27	28	29 END OF MONTH COMMISSION STATEMENTS MAILED Good Friday 1/2 Day	30
31						

FEBRUARY 2013						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

GO RED! PROGRAM

APRIL 2013						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				