

Date: July 16, 2013
Subject: August 2013 New Products/Promotions
From: Marketing



New Products

1. Quad Point Plus Drills93004-93032
2. Quad Point Plus Drills – Indexes
 - a. Index, 13 pieces (1/16" to 1/4" - by 64^{ths})61563
 - b. Index, 15 pieces (1/16" to 1/2" - by 32^{nds})61564
 - c. Index, 21 pieces (1/16" to 3/8" - by 64^{ths})61566
 - d. Index, 29 pieces (1/16" to 1/2" - by 64^{ths})61567
 - e. Caddy, 29 pieces (1/16" to 1/2" - by 64^{ths})61568
3. Quad Point Plus Drills – Organizer
 - a. Organizer (1/16" to 1/2" - by 64^{ths})61569
 - [Brochure \(4 pgs\)](#)[LIT93004](#)
4. Dual LED Safety Glasses
 Clear lenses with forward facing LED lights
 on both temples (batteries included)59124
 • [Sell Sheet \(1 pg\)](#)[LIT59124](#)

Reminders & Extras

1. Christmas Gifts
2. GSA Wish List
3. Wish List
4. Combo Paks
5. Obsolete Product Program (OPP)
6. Customer Loyalty Discount Program
7. Let Us Work For You (Email Blasts)

Product Promotions

1. **SMART BUYS**EXP 8-31-13
2. **Aerosol Cabinet Special**EXP 9-30-13
 FREE Aerosol Can Cabinet (P/N 50030) with the Purchase of over \$300.00 on a single order of ANY Red Lion™ Aerosol Chemicals!
 The cabinet is \$99.00 when purchases are under \$300.00.
 • [See Agent Information Sheet with "Rules" for further details.](#)
3. **Special Value Tray and Bin Assortments**
 \$55 Tray Assortments, \$195 40 Hole Bin Assortments,
 \$295 80 Hole Bin AssortmentsONGOING
4. **GO RED Program!**
 Maintenance Efficiency Center (MEC) with Go Red Bonus!
 • [Brochure \(4 pgs\)](#)[PF-GORED](#)
5. **A/C BLOWOUT Promo**
 Limited Time Offer! While Supplies Last!
 - Includes Promo Details & Rules.EXP 9-30-13
6. **Summer Highlights**
 The best CIC products for your customers... for the Summer season!
 • [Brochure \(4 pgs\)](#)[PF-SUMMER](#)
7. **URGENT PRODUCT BULLETIN** **CIC Medical Refill Promo**
 It's that time... Please check expiration dates on all of your First Aid Supplies.
 • [First Aid Cabinet Refill Promo Brochure \(4 pgs\)](#)[21468](#)
 • [Separate Order Form \(2 pgs\)](#)

Customer Promotional Programs (Commercial Accounts Only)

1. Steak Knife - Giveaway167663
 2. Steak Knives (2 or 4 Piece Sets) - Customer Promos167663
- Note:** Although the steak knife is a single-piece Giveaway, agents can give 2 or 4 knives away as a complete set using a recommended order value.
 See Continuity Program Rules for the specific order values.

Marketing Material/Literature - Updated

1. [Marketing Materials Line Card \(2 pgs\)](#) [LITMKTG](#)

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

JULY 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	31			



SEPTEMBER 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					

AUGUST 2013