

September 2013

New Products / Promotions / Programs



New Products

- Red Lion™ Seal-It
 - White, Net Wt. 15 oz.74578
 - Silver, Net Wt. 15 oz.74579
 - **Sell Sheet (1 pg)**LIT74578
- Green Grinding Wheel - Type 27 / 36 Grit
 - 4-1/2" x 5/32" (4mm) x 7/8"33929
 - **Sell Sheet (1 pg)**LIT33929
- Constant Pressure Clamps Assortments
 - Small Sizes (13/16" to 3-1/16")17679
 - Medium Sizes (2-3/16" to 4-1/16")17678
 - Large Sizes (2-13/16" to 5-13/16")17677
 - **Brochure (4 pgs)**LIT30280

Reminders and Extras

- Turkey Give-A-Way Promo
- Christmas Gifts
- GSA Wish List
- Wish List
- Combo Paks
- Obsolete Product Program (OPP)
- Customer Loyalty Discount Program
- Let Us Work For You (Email Blasts)

Product Promotions

- \$SMART Buys** EXP 9-30-13
- Government End of Year Sale!**
 - **GSA Contract Items** EXP 9-30-13

The pricing is 20% off the regular contract price! Sales agents will receive the pre-discounted commission % on the sale. No commission percent reduction! The promo is only valid for GSA customers.
- Autumn Highlights**

The best CIC products for the Autumn season!

 - **Brochure (4 pgs)**PF-AUTUMN
- 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.
- 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
- A/C BLOWOUT Promo**

Limited Time Offer! While Supplies Last!

 - Includes Promo Details & Rules EXP 9-30-13

September 30th is the end of the fiscal year for Govt. Accounts.
Use the "End of Year Sale" to boost your sales!

Customer Promotional Programs

- (Commercial Accounts Only - See Rules & Procedures for details)
- Camo Collapsible Cooler - Customer Promo162932
 - NFL Bling Tumbler - Customer Promo 162933+ TEAM



Marketing Material/Literature - Updated

- Marketing Materials Line Card (2 pgs) LITMKTG

All Customers Need The Best Service & The Personal Touch

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 LABOR DAY Offices and Warehouses Closed	3 Don't forget to use the "Wish Lists" to capture some of your customers' anticipated needs!	4 Rosh HaShanah Begins at Sundown	5 The 2013 NFL Season kicks off with the defending Super Bowl champion Baltimore Ravens visiting the Denver Broncos.	6	7
8	9 "Christmas Gifts Order Forms" are Due today! Send to Denise McKenna! (631-567-2200 ext. 214)	10	11	12	13 MID-MONTH Yom Kippur Begins at Sundown	14
15	16	17	18	19	20 POW/MIA RECOGNITION DAY POW/MIA Recognition Day	21
22 Autumn Begins	23 Start using the "Autumn Highlights" Product Focus Brochure, PF-AUTUMN.	24	25	26	27	28
29	30 These product promos expire today! 1. Smart Buys 2. Government End of Year Sale! 3. Aerosol Cabinet Special 4. A/C Blowout Promo	Never assume you know your customers' needs because they are constantly changing. - Jaynie Smith				

AUGUST 2013						
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OCTOBER 2013						
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